MOTION PICTURE

EXHIBITOR

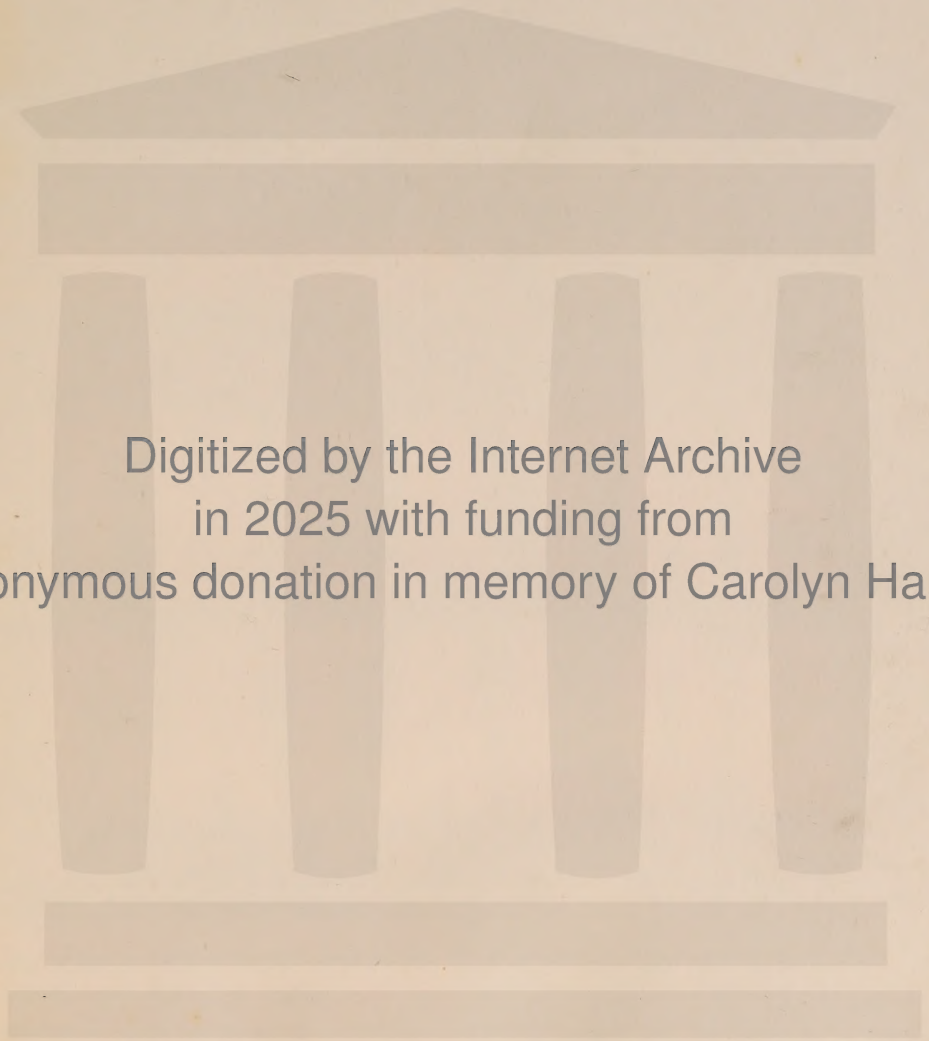
ANNUAL

THEATRE CATALOG

EDITION

EQUIPMENT ENCYCLOPEDIA and BUYERS GUIDE

1963



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MOTION PICTURE

EXHIBITOR

APRIL 3, 1963

IN FOUR SECTIONS
THIS IS SECTION FOUR

ANNUAL

THEATRE CATALOG

EDITION

The Annual ***EQUIPMENT ENCYCLOPEDIA and BUYERS' GUIDE*** *. . . as prepared each year by the skilled Editors of the* ***PHYSICAL THEATRE—EXTRA PROFITS*** *Department.*

•

THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

1963

EDITORIAL FOREWORD

The most significant social development in the United States in recent years has been the struggle of urban and suburban citizens to find their proper places in life and in leisure. Books have been written on the subject; speeches have been made; elections have been won and lost, with this quiet struggle as a dominant factor.

The tide that swept city-goers to the suburbs has not subsided. However, the urban community has answered the challenge in a number of dramatic ways. The motion picture industry would appear to have a front-row seat for the future. Theatre activity on these two fronts is dramatic indeed, and if one were to search for a theme in this year's **THEATRE CATALOG**, this would probably be it, however tenuous. The challenge of suburbia and the answer of the city-dwellers make for an exciting drama of our times and contribute to a double-barrelled dose of theatre construction that bodes well for motion pictures regardless of how the situation is resolved.

Suburban theatre activity, of course, is concentrated in the shopping center, where all is designed to serve the automobile. However, it is not limited to these locations. The mass exodus beyond the city's limits has created many brand new communities, and these need theatres as much as they need gas stations, and grocery stores.

Still, where news of a shopping center is revealed, it is rare that the announcement is not accompanied by news that a theatre will be included. Suburbia attracts, for the most part, young families seeking better schools, play areas, etc., for their children. The demands of this new population for entertainment has caused remarkable innovations in theatre construction and design. The day of the ornate movie palace is over. New theatres are tasteful, and comfort is the watchword. Seating, sightlines, decor all aim for this end. Pinned to their own neighborhoods by geography and family obligations, a night at the movies can be an important part of the suburbanites leisure activity. The theatre industry has found new life in answering this need.

All this is not to say that the city is dead. More and more metropolitan areas have arrived at a common conclusion, that proper planning and intelligent redevelopment can make the future brighter than the past.

True, many giants of the theatre scene have been doomed by progress. Many city landmarks that once boasted the finest in screen and stage entertainment have passed from the scene. However, new theatres, designed to fit modern requirements, are taking their place, and some older houses, extensively remodeled and brought up to date, have successfully bridged yesterday and today.

Urban redevelopment is just as exciting as suburban growth, and the motion picture theatre has an important part to play on both fronts.

Added to this is the continuing importance of the drive-in theatre. Today, these open-air entertainment complexes contribute a sizeable share of the industry's gross returns. They have become a great deal more than a series of parking spaces and a movie screen. They are playgrounds, restaurants, family picnic areas.

In terms of new construction opportunities, the motion picture industry stands at the threshold of a bright era.

If theatres can give the public the surroundings and comfort they desire, and fill screens with high calibre entertainment, they can face the uncertain future with a sense of excitement and a degree of deserved optimism.

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Annual

THEATRE CATALOG EDITION

Of MOTION PICTURE EXHIBITOR

Copyright 1963 by Jay Emanuel Publications, Inc.

Printed in the U.S.A. as a special annual section of
MOTION PICTURE EXHIBITOR
SECTION 4, April 3, 1963. VOL. 69, No. 14

A. J. Martin
Publishing Director

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ALFRED DEPROSPERO
Editor

Published by
JAY EMANUEL
PUBLICATIONS, INC.

Publishing Offices: 317 N. BROAD ST.
PHILADELPHIA 7, PENNA., U.S.A.

Other Offices

Eastern Advertising Office
1600 Broadway, New York 19, N. Y.

West Coast Advertising Office
1219 S. Ridgeley Dr., LosAngeles 19, Calif.

JAY EMANUEL .....*Publisher*
AL ERLICK .....*Editor*
ALBERT J. MARTIN
Advertising Manager
MAX CADES .....*Business Manager*

1963
EDITION

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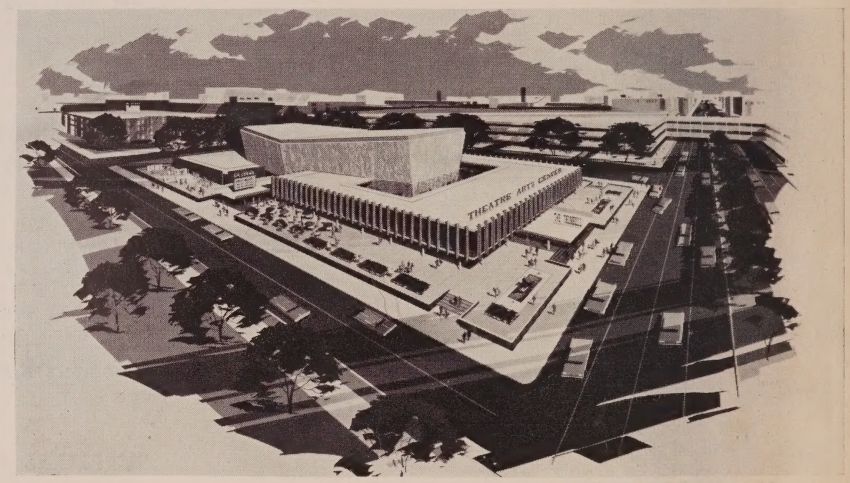
Urban Renewal *makes possible hartford*

BY WILLIAM RISEMAN

As a phase of its vigorous redevelopment program, the City of Hartford, Connecticut is planning an unusual four million dollar theatre arts center. This entertainment complex will occupy an entire block in the Trumbull Street redevelopment area in downtown Hartford. The center will contain three auditoriums with central lobby facilities serving each of the interior theatres. Enveloping the theatre complex will be other public areas. A nationally known restaurant, several cocktail lounges and interior shops will be located on the ground level. The upper level will provide banquet and meeting and function room facilities, lounges and art galleries. The auditoriums are equipped to

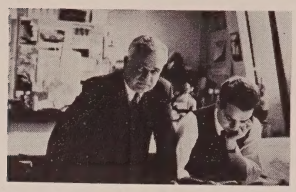


Architects drawing of four million dollar Hartford entertainment center

present three different types of theatre entertainment. The largest auditorium, seating 1,400, will be used primarily for the conventional type of motion picture. The smaller auditorium, seating 800, will be used primarily for presentation of art films. Both of these auditoriums are arranged so that they might be operated as a twin theatre, showing the same film on a staggered time basis. The third auditorium, seating 1,000, will have a fully equipped stage for the presentation of legitimate theatre and concerts. It will also have complete motion picture facilities. This major undertaking is made possible by the Hartford Urban

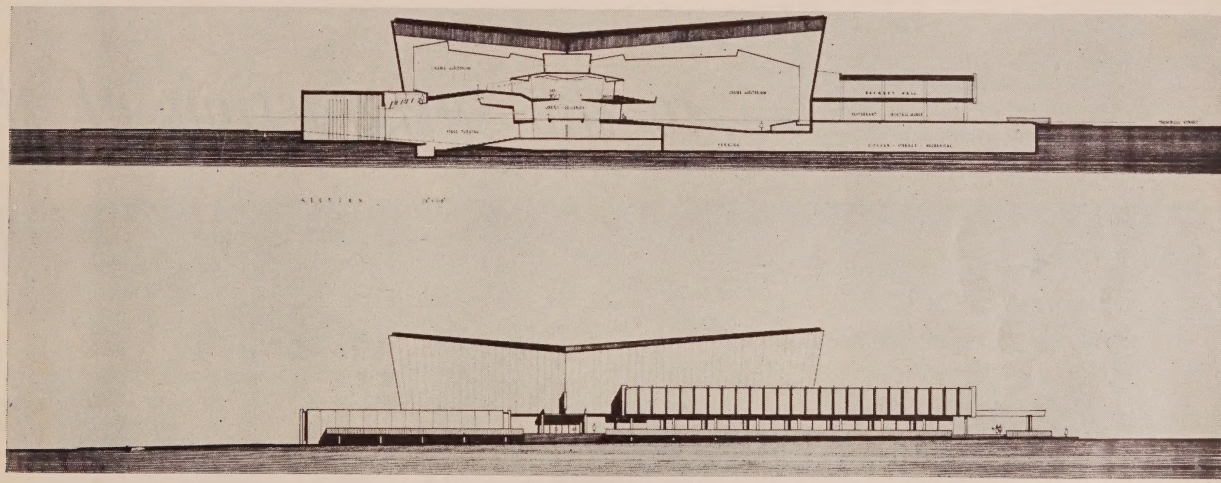
theatre arts center

ABOUT THE AUTHOR •



WILLIAM RISEMAN, ARCHITECT OF THE FIRM OF WILLIAM RISEMAN ASSOCIATES, ARCHITECTS OF BOSTON, HAS BEEN ENGAGED IN THEATRE DESIGN FOR THE PAST TWENTY-FIVE YEARS. AS ARCHITECTS FOR GENERAL DRIVE-IN CORPORATION, THE FIRM HAS RECENTLY DESIGNED TWENTY-ONE SHOPPING CENTER CINEMAS IN VARIOUS PARTS OF THE UNITED STATES. THE SEVEN THEATRES OF THE GROUP THAT HAVE BEEN COMPLETED ARE SINGLE AUDITORIUM TYPES. MANY OF THE GROUP NOW UNDER CONSTRUCTION ARE A NEW CONCEPT IN TWIN THEATRE DESIGN. MR. RISEMAN HAS ALSO BEEN ENGAGED IN DESIGNING NEW CINEMA PROJECTS FOR REDSTONE MANAGEMENT COMPANY, E. M. LOEW'S THEATRES, INC., LOCKWOOD & GORDON ENTERPRISES, INC. AND JOSEPH E. LEVINE.

Renewal Program. It is only through these government redevelopment programs that large tracts of land can be made available, at a fair market value, to qualified private developers. Acquiring land for redevelopment purposes is an involved procedure and takes about two years. Preliminary plans for the proposed project are first submitted by the developer to the local redevelopment agency. Upon their approval of the plan, it is submitted to the Urban Renewal Agency in New York for examination of its eligibility and feasibility for the type of development required under the local urban renewal master plan. If it approves the plan, the New York Agency then submits it to the Central Renewal



Upper and lower levels will house three different auditoriums

Agency in Washington which must approve it and qualify it for advanced planning. The plan is then returned to the local agency for final approval. The local agency then makes application to the federal government for the funds necessary to acquire the land and demolish the existing buildings. Finally, the land is made available to the private developer of the proposed project at the fair market value of the land. The City of Hartford has recently completed one phase of its redevelopment program in the completion of its magnificent Constitution Plaza which contains office buildings, hotels and shops. Another phase

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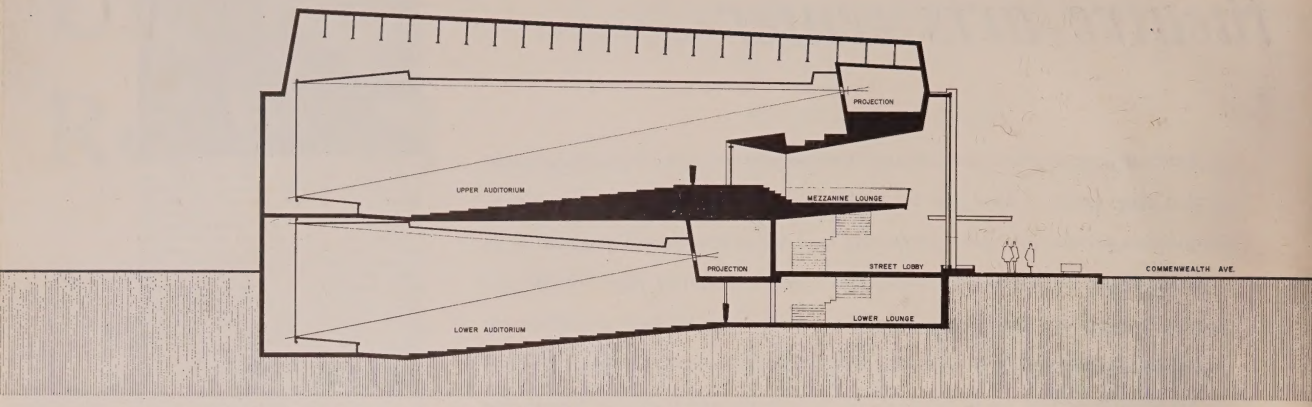
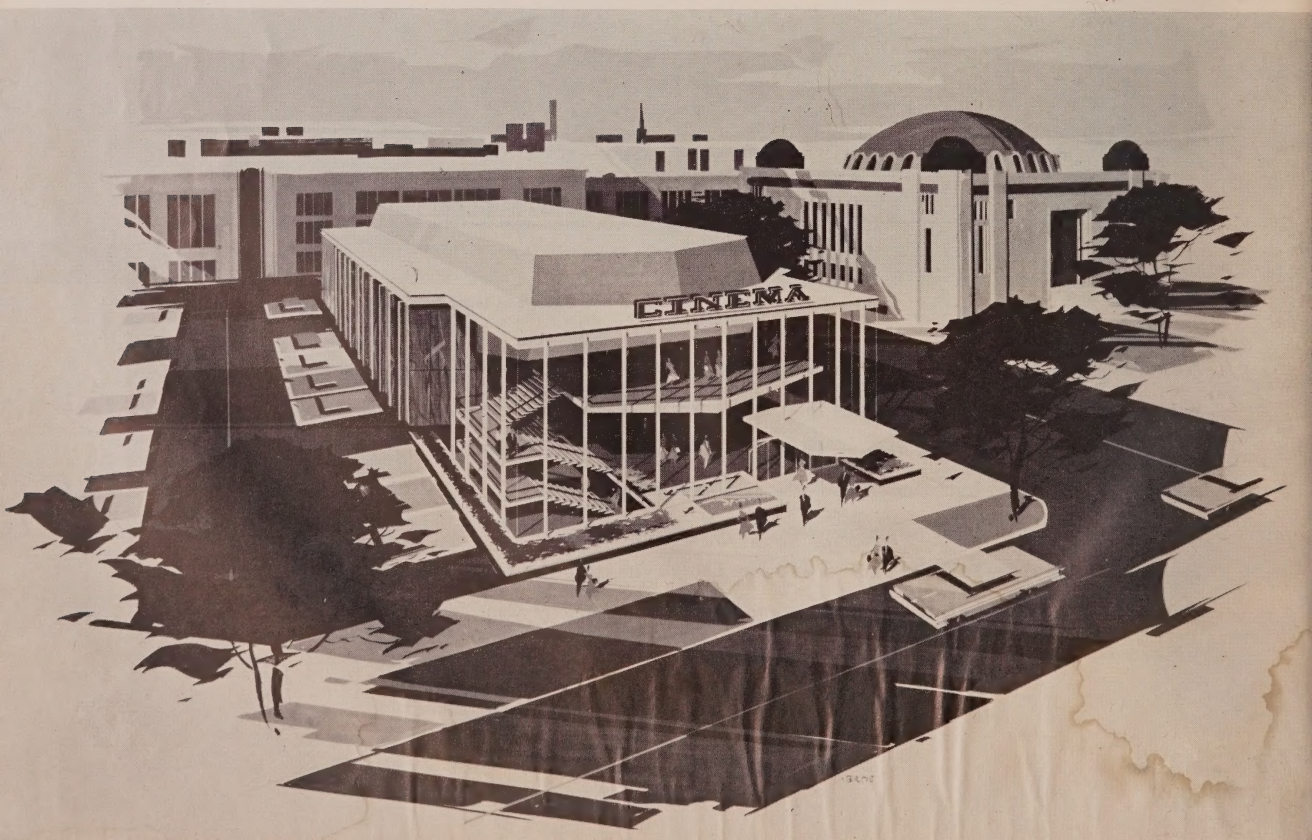
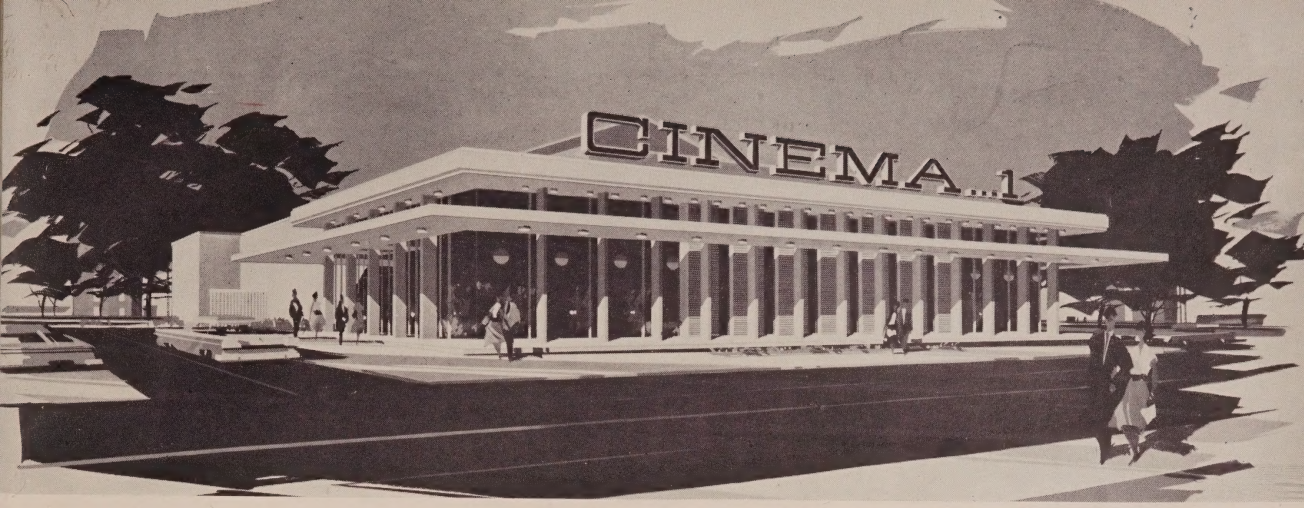


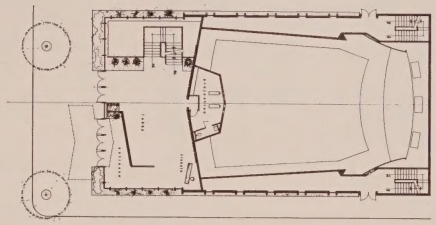
Longitudinal Section, Twin Cinema, Boston, Mass.; Wm. Riseman, Architect

. . . to the satisfaction of the





A William Riseman design for single auditorium theatre



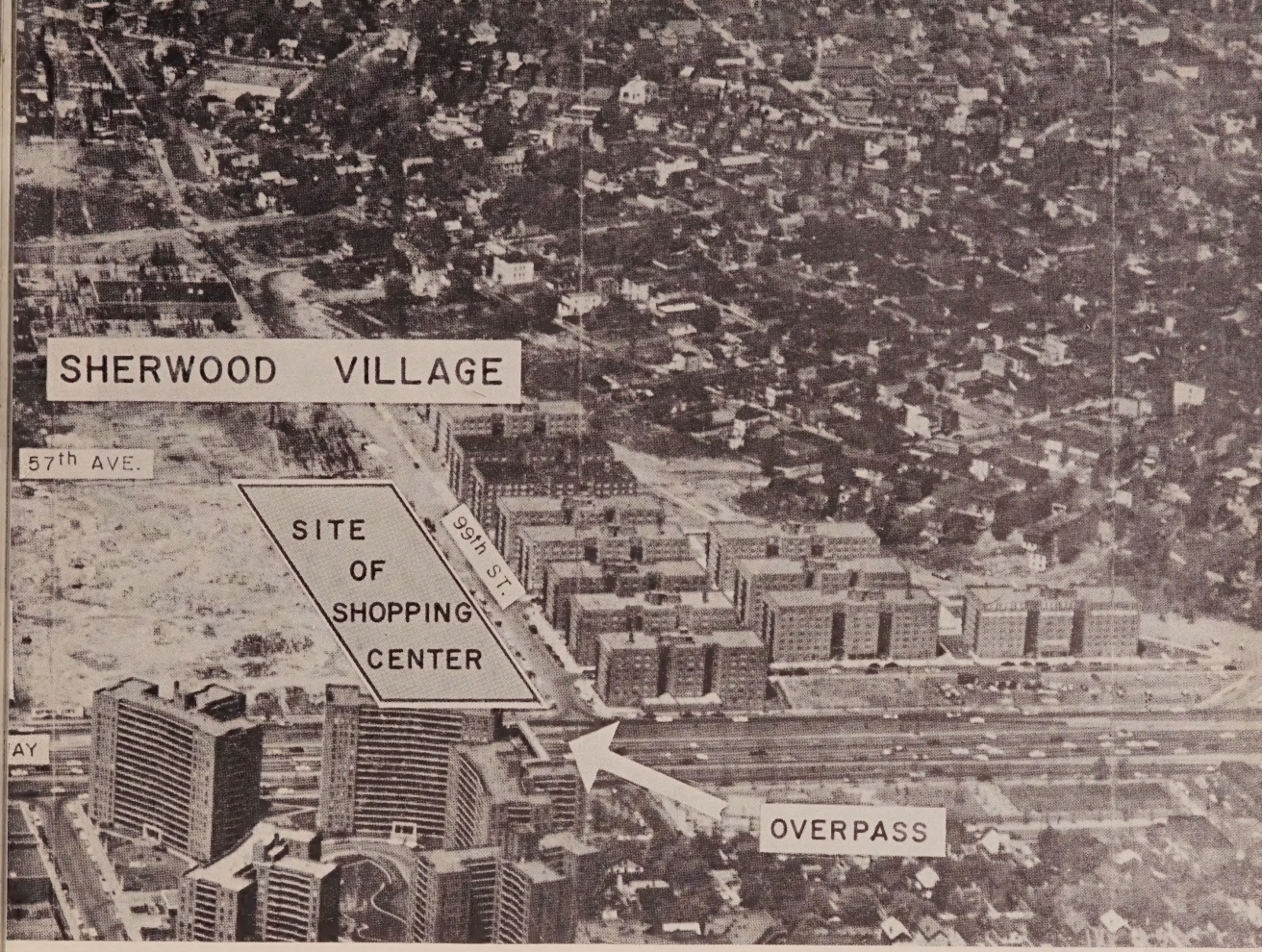
Lower auditorium, Twin Cinema

city and its people

of its program is the Trumball Street Redevelopment which, when it is underway, will demolish three of the existing major theatres and will result in a loss to the city of approximately 7,000 seats. It is in this Trumbull Street Area that the new Theatre Arts Center, with a seating capacity of 3,200, will be located. The Trumbull Street Redevelopment Area will also contain a city operated multi-level garage and new highways, which will make the area accessible within minutes to large suburban areas, will exit directly at the parking facility garage. Major cities throughout the United States are engaging in urban renewal programs. This redevelopment will ultimately replace obsolete housing, shopping, cultural, entertainment and recreational facilities. As the cities are redeveloped and more low and medium cost housing facilities are built, the cities' movie going population will increase. The new highways being developed will also make downtown areas easily accessible to the large suburban populaton. Most of the motion picture theaters located in downtown city areas were built anywhere from twenty-five to fifty years ago and are unable to meet the demands of contemporary film exhibition, comfort and esthetic surroundings. The new Theatre Arts Center in Hartford will meet these demands to the satisfaction of the city and the people.

what exhibition sees in the changing

TO EXHIBITION, the changing times might be summed up in the word "new." New theatres, new sound systems, new population centers, new distribution patterns . . . everything of consequence seems to have this prefix attached. There are other words like *interurbia—mutual development—parking space ratio—entertainment complex —intimate,* all of them the jargon of a generation bent on breathing life back into the fading American cities, but none captures the spirit of the Sixties so well as "new." Exhibition has been caught in the tide of this sweeping change, of which it is but a small part, and exhibitors, like retailers, have been forced to join in the expansive mood of the decade or be left behind. A minor renaissance has already begun. Fresh investment has added over eight per cent to the pre-1960 2½ billion capital investment in American theatres. Signs indicate that the spending will continue with redoubled vigor during the next two years with the bulk of it going for modern shopping center theatres. By that time, there may be an estimated 10,000 shopping centers in operation. Counting only the 6,700 centers now doing business, exhibition can realize a wealth of new construction sites. It is anticipated that every regional shopping center will eventually contain a motion picture theatre, and the industry's larger circuits, with appealing credit, are making haste to secure their place in the sun. As for the present downtown situations, William Riseman writes in this publication "most of the motion picture theatres located in downtown city areas were built anywhere from 25 to 50 years ago and are unable to meet the demands of contemporary film exhibition, comfort, and esthetic surroundings." Perhaps nowhere in the industry are the effects of the current metamorphosis more apparent than in the



Site of new Forest Hills Theatre, LeFrak City, L. I., N. Y.

face of the city

changing fortunes of the flagship, or downtown palace. While many of them rivaled the best opera houses and concert halls of the world for size and impressiveness at one time, we now tag them, with characteristic irreverence, as "dogs." They are out of tune with modern tastes. Violating the rococo and baroque taboos of an age addicted to functionalism, they are the epitome of what the public does *not* want. The men that watch and wait from within the darkened flagships on changing Main Street, U.S.A., have only the ghost audiences of the Thirties and Forties to support them, for soon the wrecker's cranes will bury them both in a heap of dusty debris. The pages of this volume illustrate what tomorrow promises, and though some of us may have to equate bitter personal loss with progress, that has always been so.

Center mall at Cheltenham, Pa.

BARONET—CORONET •

New York City

New York has two new specialized cinemas on its fashionable East Side and the Walter Reade-Sterling Group two more showcases in its circuit of motion picture theatres as the result of the opening this winter of its twin Baronet and Coronet Theatres.

Located on Third Avenue at 59th Street, the Coronet, built atop the Baronet, and the remodeled Baronet itself represent a $1,500,000 investment by Walter Reade-Sterling, Inc., integrated theatre and motion picture and television production and distribution company, in the future of the industry.

The twin theatres represent all that is modern and unique in specialized theatre construction. They share a single building, with a common, striking front and marquee, and adjacent street-level entrances.

Both are rife with innovations. The Coronet is open to the street, with a unique air curtain in lieu of doors. The ground floor level is devoted to the Proscenium Gallery, where paintings and sculpture related to the performing arts are exhibited and sold. Entrance to the theatre stadium-type auditorium is via an escalator to the second floor.

The Baronet is also a stadium-type theatre, occupying the building's ground floor. A unit of the Walter Reade-Sterling Group for more than a decade, it has been completely remodeled and modernized for its new role of one of the twin theatres.

In both theatres the cashier is seated in the outer lobby in a waist-level, drum-shaped counter, to dispense tickets. Over each of these cashier's desks are cameras for a closed TV circuit by which the managers, in their offices, can see on a TV screen the flow of customers into their theatres.

John J. McNamara, A.I.A., was architect for the project, and the Crystal Construction Company the general contractor. The unusual decor was created by one of New York's leading decorators, LaVerne. Both theatres are equipped to project 35mm and CinemaScope wide-screen onto Hurley Screens provided through Capitol Motion Picture Supply Co.

Also unique are the ladies' rooms, which in addition to lavatory facilities, have dressing tables in separate compartments in which women can freshen their make-up.

The "air curtain" to the Coronet Theatre is another Walter Reade-Sterling "first." Through the marquee soffit, warm air is blown at high velocity, to form an air barrier to prevent the infiltration of cold air in the wintertime. The air passing through this curtain is continuously filtered.

In the Coronet, the theatre color scheme is blue and gold. The seats are blue, and the walls are of a blue perforated aluminum treatment. The proscenium curtain is gold and blue. The ceiling is of white acoustical tile, and the carpet is blue with gold fleurdelis and crown design.

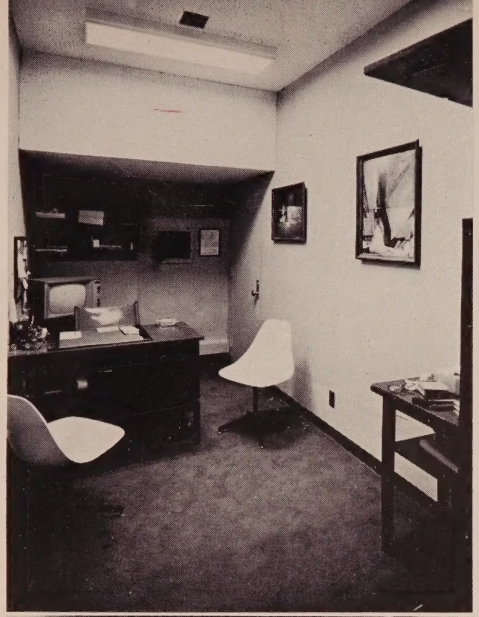
The cross-over and standee railings are aluminum with blue textured inserts between frames. All auditorium lighting is recessed and controlled by an autostat-type dimmer in the projection booth.

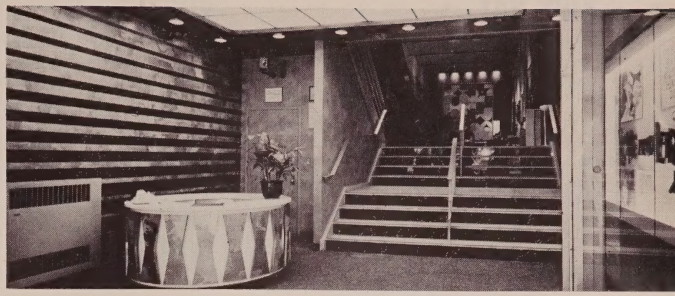
The foyer on the upper level is decorated and furnished as a lounge with abstract murals on the walls. The rest rooms are off this foyer.

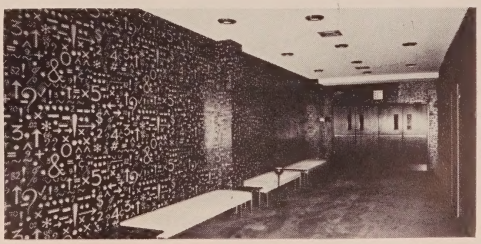
The escalator taking patrons from the lower level to the auditorium foyer is finished in stainless steel and bronze. Dominating the rear is an unusual plastic screen of original design, which conceals the telephone booths and coffee lounge. The gallery floor is Venetian terrazzo, travertine stone and blue glass mosaic, for smart appearance and easy maintenance. The walls are covered with blue suede material on the north wall, and a gray patina fabric on the entire south wall, on which the pictures are displayed.

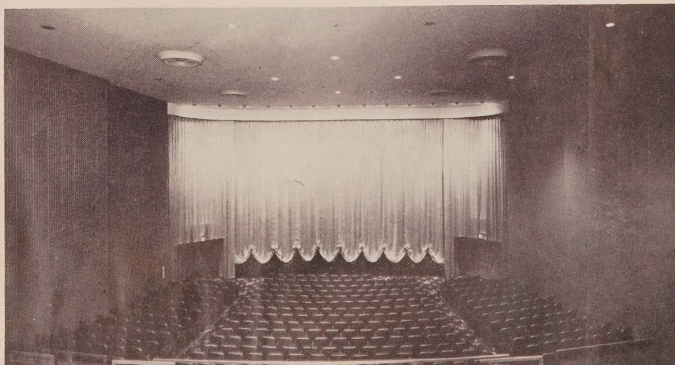
The ceiling of the gallery is of unusual saw-tooth acoustical design, consisting of narrow line air diffusers at the bottom of the "V" and a series of downlights recessed in troughs

(*Continued on page 62*)







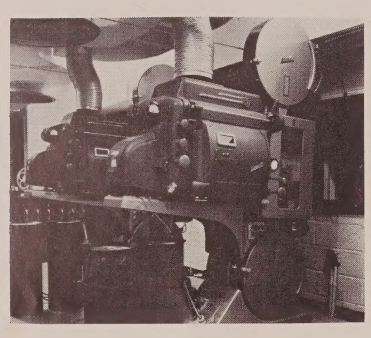


KIPS BAY •

New York City

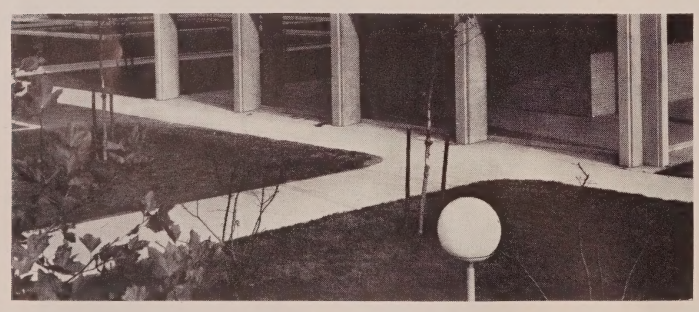
The new Kips Bay Theatre is an integrated part of the shopping center of the Webb and Knapp housing development on Second Avenue, between 31st and 32nd Streets. E. M. Pie, Architect for the builders, has designed an intimate 550 seat luxury theatre within the line of shops fronting Second Ave.

The interior design and decor are by Frederick J. Lee. The lobby features alabaster Travertine walls and terrazza floors. Gold lobby doors lead into the lobby in tones of gold, white, burnished green and gold damask walls. Crystal chandeliers and tiny bronze and crystal fixtures light the area. The custom woven carpet is in tones of gold.



Reference Data

Owners: .....Associated Independent
Location: .....East Side, N.Y.C.
Seating Capacity: 550
Screen: .....Technikote
Sound: .....Century Transistor
Projection: .....Norelco 35/70mm
Carpeting: .....Hobart
Signs: .....County Neon
Supply Dealer: .....Joe Hornstein
Architect: .....E. M. Pie
Interior Design: .....Frederick J. Lee



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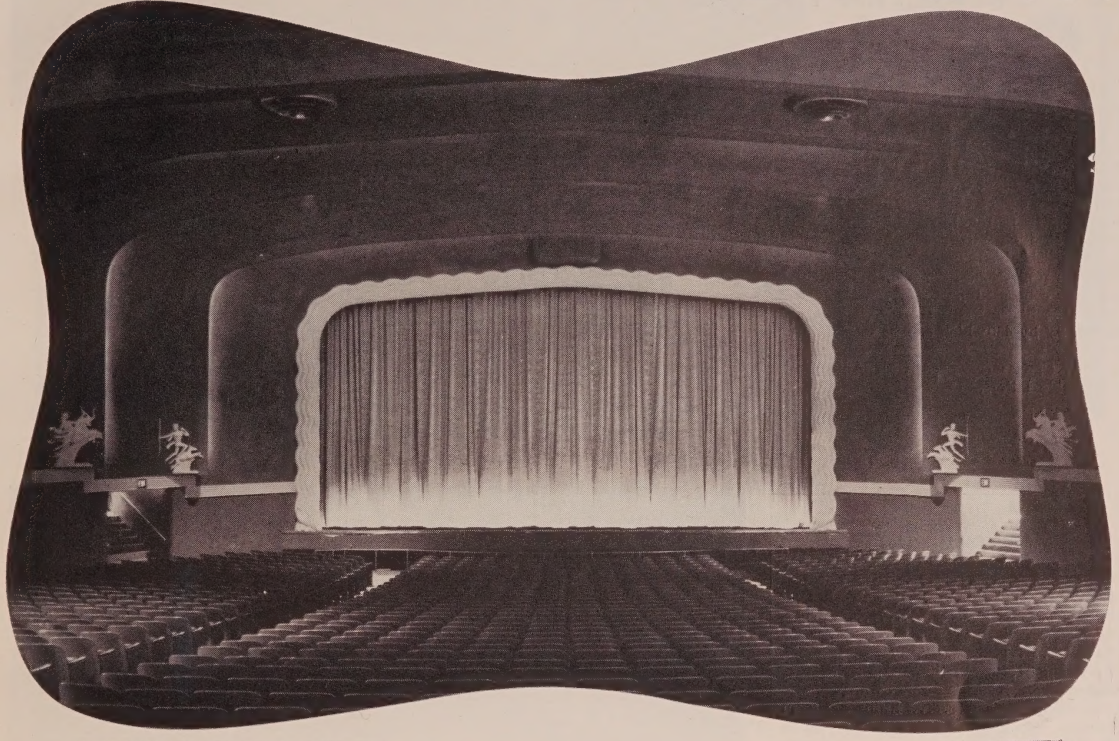

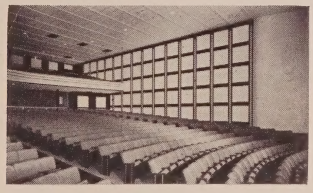

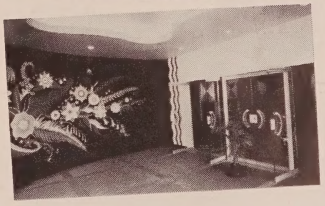

Partial List of Organizations Served

LOEW'S THEATRES	New York, N. Y.
INTERBORO CIRCUIT, INC.	New York, N.Y.
SHUBERT THEATRES	New York, N. Y.
NEIGHBORHOOD THEA. CT.	Richmond, Va.
WIELLAND & LEWIS CT.	Atlantic City, N. J.
DIPSON THEATRES	Buffalo, N. Y.
BASIL THEATRES	Buffalo, N. Y.
SKOURAS THEATRES	New York, N. Y.
CENTURY THEATRE	Buffalo, N. Y.
STRAND & CATARACT THS.,	Niagara Falls, N. Y.
SHEA'S BUFFALO THEATRES	Buffalo, N. Y.
RANDFORCE AMUSE. CO.	New York, N. Y.
BRANDT CIRCUIT	New York, N. Y.
WILLIAM GOLDMAN THS.	Philadelphia, Pa.
PRUDENTIAL PLAYHOUSES	New York, N. Y.
GEORGE A. HAMID THS.	Atlantic City, N. J.
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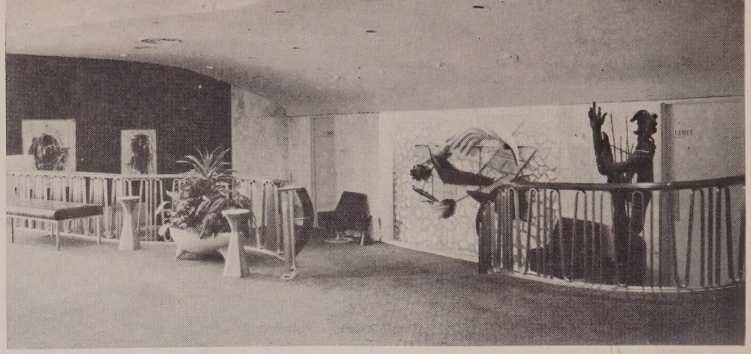
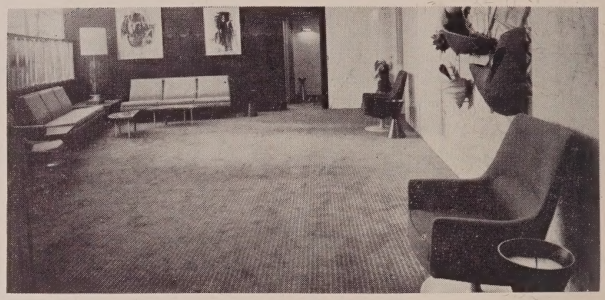
RKO 23rd STREET •

N. Y. C., New York

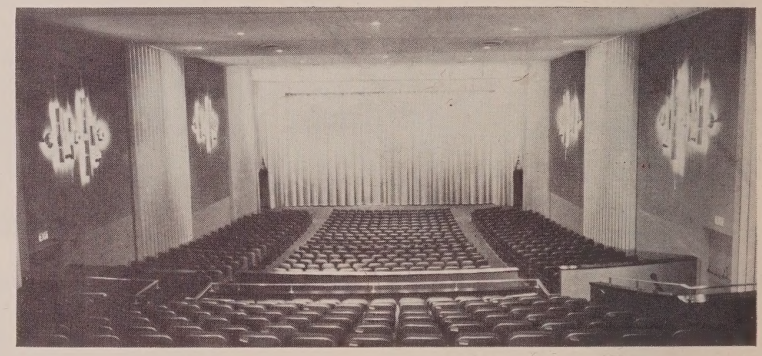


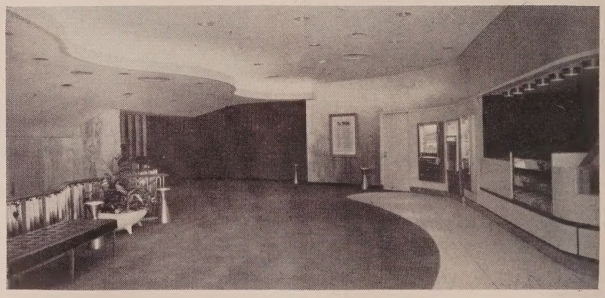
RKO Theatres' new Manhattan theatre is situated in a complex of high rise apartment buildings and stores. Heating and air-conditioning are supplied from the central plant of the development, as is hot water. The theatre is equipped with specially designed and woven carpet of blue and gold. Griggs seating, also in the blue and gold motif, is push-back type with covered arms and full padding. The booth includes Philips Norelco 35/70mm projection. Five sets of stage speakers and concealed surround speakers were used. The house has a Hurley Super-Optica Screen 23′ by 46′ which can be masked automatically from the booth. Free standing attraction signs were used with Adler, color changeable letters.

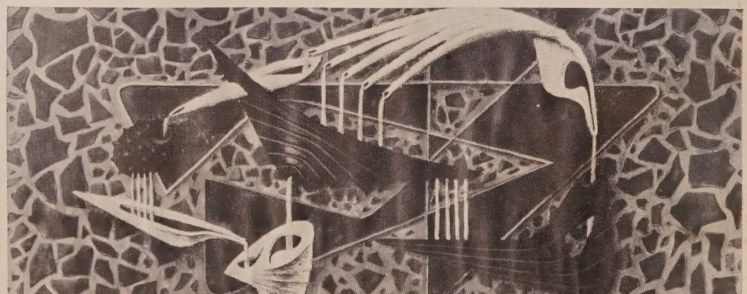


Reference Data

Owners: .....RKO Theatres
Location: .....New York City
Seating: .....Griggs
Screen: .....Hurley Super-Optica
Sound: .....Ampex
Carpeting: .....Stephen Leedom Co.
Signs: .....Artkraft Strauss, Adler
Projection: .....Philips 35/70mm
Lamps: .....Ashcraft, Super Cinex
Rectifiers: .....Ashcraft
Lenses: .....Bausch & Lomb
Lighting: .....Century Lighting Co.







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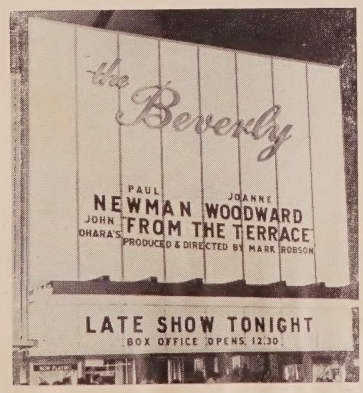

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In 4"-6"-8"-10"-12"-16"-24" sizes. WE GUARANTEE FREE REPLACEMENT of every "Third Dimension" Adler Cast Aluminum Letter you break and return. All sizes from 8" to 24" in both Plastic and Cast Aluminum are interchangeable on the same frames.

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Made of 18-8 Stainless Steel and reinforced for extra strength and rigidity, Adler Frames are the strongest you can buy. PERFECT FOR SIGNS OF ANY HEIGHT, ANY LENGTH; curved and mitered frames can be made to fit any opening. *Delivered to you completely glazed and ready for installation.* Available in Regular Type or exclusive "Remova-Panel" frames.

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For easier maintenance in less time. Cleaning, repair and replacement are done anywhere in the sign without lifting out large, heavy frame units.

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This is a most economical Changeable Letter Display. Background is baked enamel steel, with stainless steel bars positioned to hold letters of all sizes. *The ONLY sign of its type that comes completely assembled in any height, any length.* Ideal for Drive-In Theatre Approach Boards.

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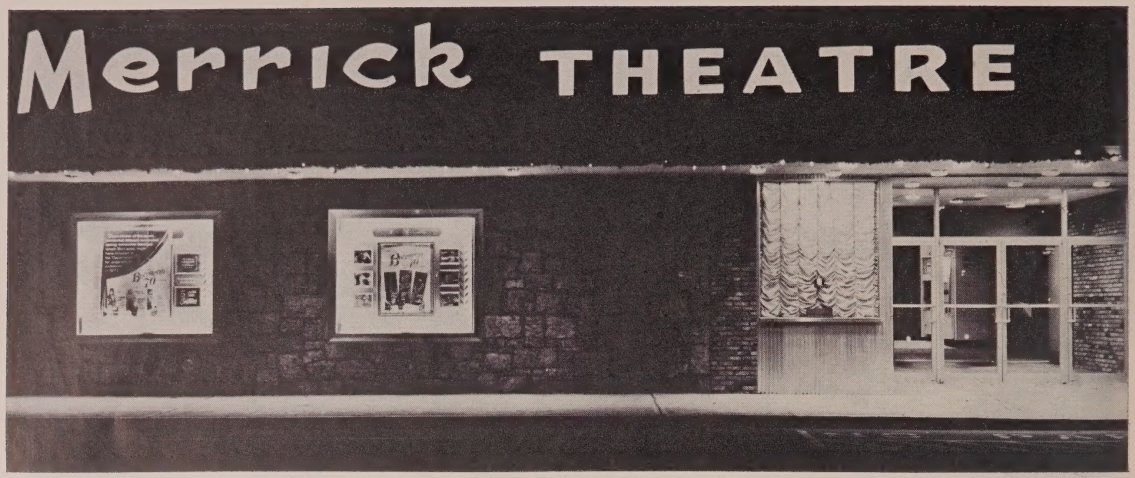


MERRICK ·

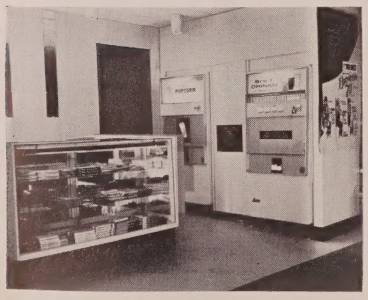
Merrick, Long Island

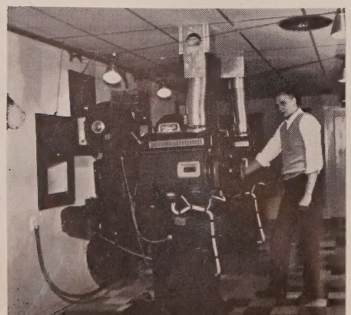
Irving Hattem's and Morton Sanders new shopping center theatre gracefully combines beauty of surroundings with modern accommodations, and offers free parking for 650 cars. Its modern exterior is of field stone and red brick. The entrance is all glass. On the main highway is a double-faced free standing sign with the theatre's name and an Adler attraction panel. A permanent, but periodically changing art exhibit adorns the lobby walls, and high-fidelity recordings are heard throughout the lounge and rest room areas.

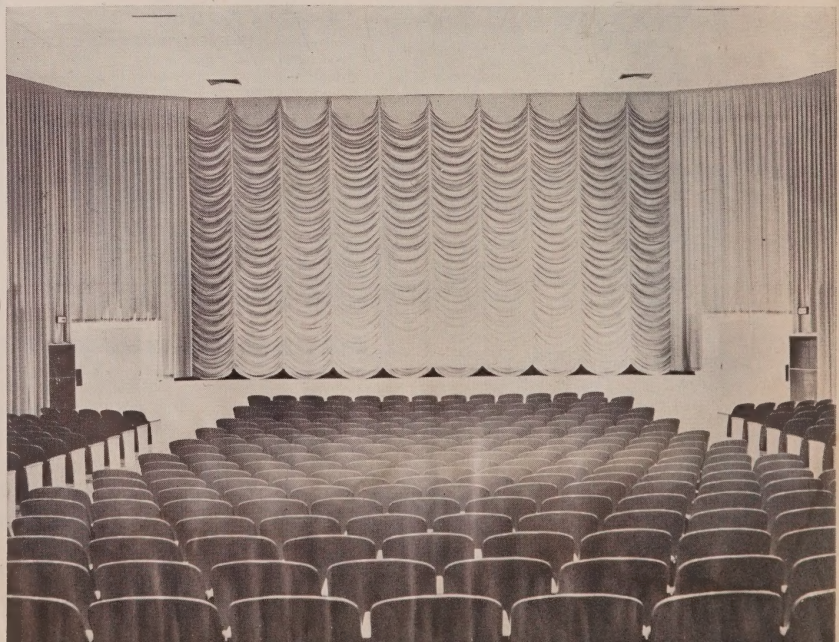
Reference Data

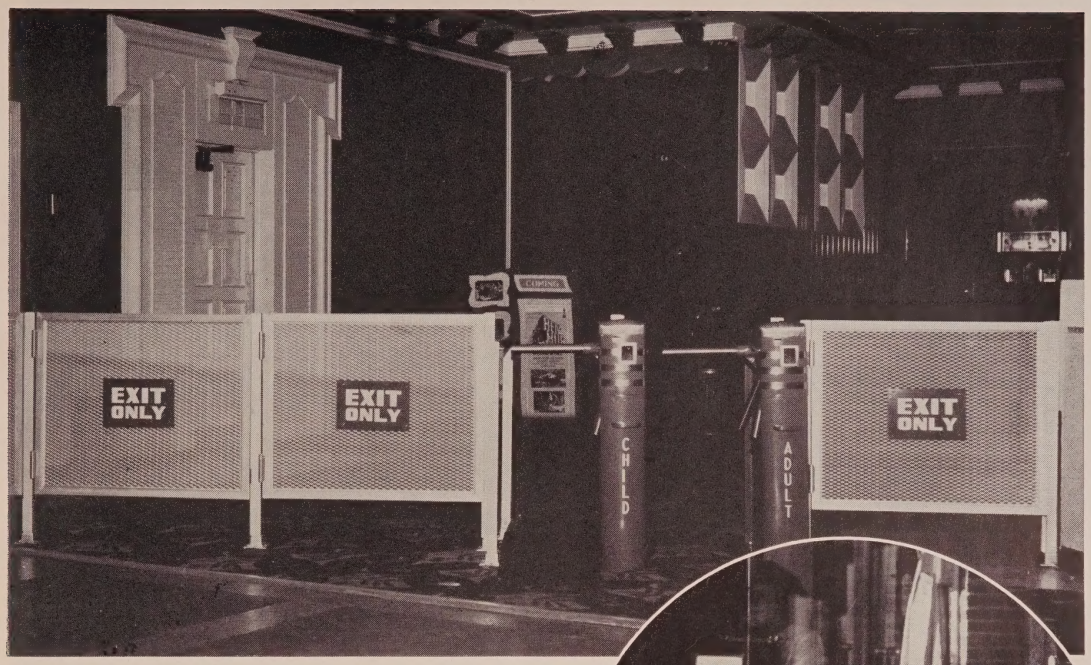
Owner:	The Merrick Amusement Corp.
Location:	Merrick, L. I., New York
Seating Capacity:	Approx. 600
Air Conditioning:	Built-in, heat refrigeration type
Theatre Chairs:	International Customs
Projectors:	Simplex XL
Rectifiers:	Kni-Tron Silicon
Lighting:	Metropolitan
Signs:	L. I. Neon
Attraction Panel & Letters:	Adler
Vending Machines:	APCO
Supply Dealer:	Joe Hornstein

(Continued on page 18)





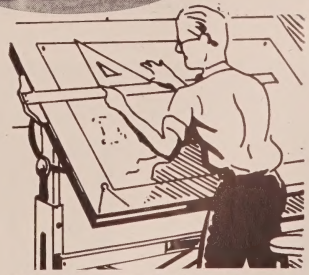




PROVEN TURNSTILE SYSTEMS REDUCE COSTS

TURNSTILE and TOKEN SYSTEM— A modern innovation in theatre admission systems which requires a minimum of employees for operation. Using Perey "Coinpassors," turnstiles that accept admissions in the form of metal tokens, Adults, Children and Pass Patrons are automatically permitted to enter the theatre after each has deposited the proper token in the turnstile. Tickets and Ticket Takers are eliminated in this system. The Refreshment Stand Clerk doubles as token cashier during the slower periods. Illustrated above is a typical installation using one turnstile for child admissions and the other for adults.

CASHIER TURNSTILE SYSTEM — In this effective yet simple operation, the cashier collects admissions and permits patrons to pass through the Perey Theatre Turnstile for entrance into the theatre. No Tickets or Ticket Taker are required. The turnstile automatically registers each admission as the patron passes through, thus giving a positive check against the cashier's receipts. The turnstile is usually furnished with two registers to record children's admissions as well as adults. A child indicator is illuminated to show each child admission that has been registered. This theatre admission system is designed to take a minimum of space. The Perey Theatre Turnstile is of the two way passage type, permitting free exit at any time. Illustration in the center is typical of the cashier turnstile system.



APPLICATION ENGINEERING—Planning an efficient theatre entrance and exit control involves technical problems that must be solved correctly. Perey Application Engineers, with over a half century of experience in the design of turnstile systems, offer their services in the solution of your problem.

PEREY TURNSTILE COMPANY

106 East 41st Street **New York 17, N. Y.**

MERRICK •

(*Continued from page* 16)

The Merrick's spacious lounge has built-in hi-fidelity speakers and is temperature controlled by a central heat-refrigeration unit. The theatre's patrons can relax in the lounge over coffee, which is served nightly, or examine the artworks displayed gallery fashion on the walls. Seen above is the modern concessions area where Apco venders and a modern candy stand share the extra profits chores.

The theatre's 600 seat auditorium features International custom built chairs spaced 40 inches back to back, assuring ease of accessibility and perfect sight lines down to the wide screen. All auditorium lighting is connected to the projector controls, so that, when the film goes on, all extraneous lights are dimmed simultaneously.

The shopping center location of the new Long Island beauty assures a parking space for every seat in the house.

WAGNER BOARDS *Signs of good box office*

Astro Theatre, Omaha, Nebraska; fabrication and erection by Nebraska Neon Sign Co., Lincoln, Nebraska

Fabian Theatre, New Jersey; fabrication and erection by United Sign Company, Newark, New Jersey

LARGE *or* SMALL

CAN YOU THINK OF ANY BETTER WAY TO CAPTURE IMMEDIATE ATTENTION AT THE SAME LOW COST?

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REASONS WHY

more theatres use Wagner attraction panels in their marquees than any other type!

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WAGNER SIGN SERVICE, INC.

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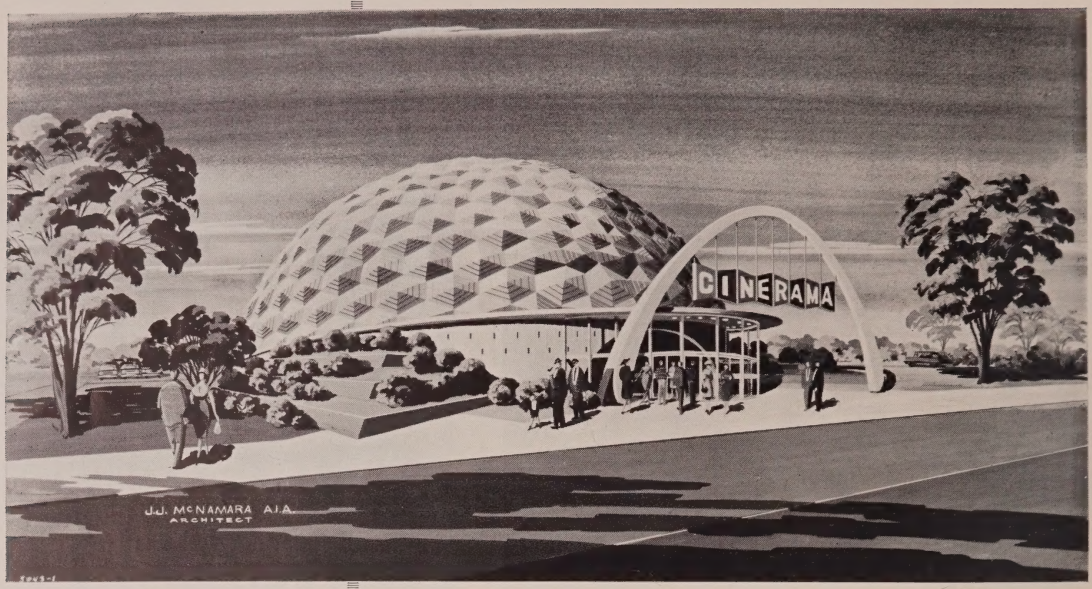
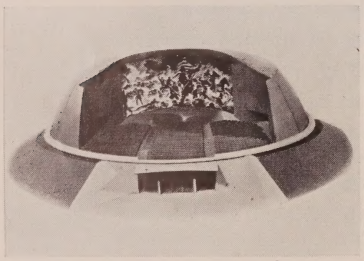


Company Plans To Erect 300 Dome Theatres In The United States and Canada Within Two Years

CINERAMA DOMES



Description

The Cinerama Dome Theatre presents a new approach to geodesic dome design and the use of precast concrete in construction. The dome design finally adopted is of a structure approximately 140 feet in spherical diameter with an interior height of 51'6". It is assembled from 316 pentagonal (five-sided), and hexagonal (six-sided) precast concrete panels. These panels average about 80 sq. feet in area and weigh approximately 3,200 lbs. each. The molds for each panel are of fiber-glass reinforced plastic. The precasting of the panels allows greater control of the material and finished part than in conventional poured concrete construction.

Material

Every urban area of the world has a developed concrete industry. Panel molds and, if necessary, prefabricated reinforcing steel can be provided from a central source. Since the molds set the critical dimensional tolerances of the panels, with proper inspection to see the specifications are followed, satisfactory panels can be produced even with a relatively primitive concrete technology. The concrete panels can be molded either at the site of the theatre or in a factory, and the maximum width of the panels has been held to less than 10 feet to permit easy transit.

Construction

The dome is constructed by bolting the panels together flange-to-flange. Resilient anchor plates are used for mounting the dome onto the foundation. After assembly, the joints between the panels are packed with an expoxy mortar. This transfers the loads between panels and forms a watertight seal. After the dome is assembled, an interior coat of sprayed asbestos plaster is applied which provides thermal insulation, acoustical absorption and fireproofing.

Designers

Geometrics, Inc. is a firm of architects-engineers which specializes in solving problems of design that can not be solved through normal approaches. The firm has a unique background in designing geodesic dome structures ranging from 31 feet in diameter to ½ mile in diameter. More than 100 of their domes are in Arctic use. One of their geodesic domes in the South Pacific has withstood winds of 220 m.p.h.

The fire-resistant characteristics of concrete make it particularly advantageous for theatre use. The design of the Cinerama dome is in accordance with the Uniform Building Code, 1961 edition, which is widely recognized as an up-to-date and authoritative general building code.

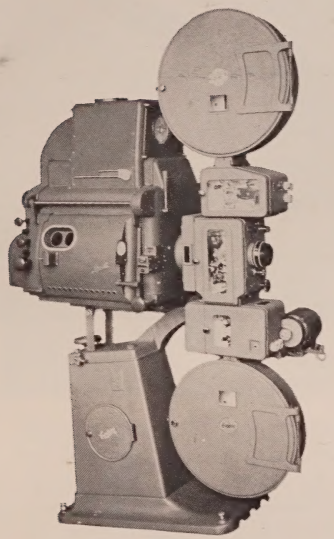
The geodesic dome was first used primarily in the Arctic as a protective housing for DEW Line radar antennas. It now covers several thousand varied installations such as stadiums and gymnasiums; train sheds and factories; warehouses and airline terminals; restaurants and theatres. Part of the 1959 American National Exhibition in Moscow was housed in a 250-foot aluminum geodesic dome.

Among contemplated uses of the geodesic dome are coverings for homes, sports arenas, ball parks and television studios. And some experts have proposed they will be ideal shelters for whole populated areas on earth—cities and such—as well as manned stations on the moon!

Century PROJECTION AND SOUND SYSTEMS

TRY THE *NEW* CENTURY PROJECTOR

. . . NEW Main Drives . . . NEW Film Traps and Gates



CENTURY'S standard or new 35-70mm projector

The NEW CENTURY projectors have more *desirable features* than any other equipment. You will find no "gadget improvements" on CENTURY equipment—everything is scientifically arrived at—to give you *full dimensional* reproduction of picture and sound, with trouble-free operation.

HIGH EFFICIENCY MECHANISMS. CENTURY projectors require almost no maintenance. They contain fewer parts in simple arrangement so that stress and wear are at a minimum. The ingenious design of the main drive shaft eliminates the pinion and stud unit of the soundhead coupling and provides a more positive trouble-free drive, means less trouble, lower maintenance, less vibration, sharper pictures . . . finer projection.

CLEAN, TROUBLE-FREE OPERATION. CENTURY has reduced lubrication headaches. There are no oil sprays or oil baths to mess up film and projection room. Oil-less bearings and glass-hard steel gears rule out bindups.

MAXIMUM LIGHT PROJECTION. The mechanism is designed for f/1.5 optical system and 4" diameter lenses and will accommodate the latest high-intensity arc lamps.

WATER-COOLED PROJECTOR APERTURE. Another CENTURY design. CENTURY'S non-condensing, slide-in, water-cooled aperture is a model of simplicity to use and it will pay big dividends in improved projection.

CURVED FILM TRAPS & GATES. CENTURY curved gates are patterned after the well known CENTURY film trap and gate. This sturdy precision design provides positive positioning of the film—therefore positive focus. The aperture plate is an integral part of the film trap and serves to maintain correct focus.

Century **ALL-TRANSISTOR SOUND SYSTEMS**

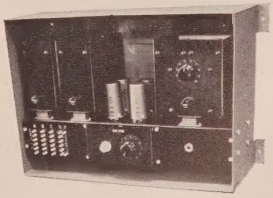
SINGLE CHANNEL • FOUR CHANNEL • SIX CHANNEL

the newest achievement in modern electronics!

- ★ Entirely eliminates vacuum tubes, transformers, heavy condensers, preamps, photocells, etc.
- ★ Fewer, simpler, long-lasting components. Incredibly greater reliability. Minimal maintenance.
- ★ Power losses reduced to a minimum.
- ★ Improved audio quality—remarkable sound definition.
- ★ Lower installation costs.
- ★ No more racks of equipment. Big savings in weight and space requirements.
- ★ Electronic switching—no complex mechanical switches, no relays.
- ★ All transistor power amplifiers with visual overload indicator and automatic protection.

Each CENTURY installation can be selected to meet the physical or financial requirements of any theatre or drive-in.

CENTURY sound reproducers feature the famous *hydro-flutter suppressor*, exclusively —winner of an Academy Award because it is a "fundamental improvement in film drive" and "results in improved quality in the theatre." (Citation of the Academy of Motion Picture Arts and Sciences). CENTURY sound has unusually high fidelity due to the low flutter obtainable with CENTURY sound reproducers.



This wall mounted case—ONLY 17" x 12"h. x 7"d. contains the complete sound system for your theatre.

Recipient of the
SMPTE SAMUEL L. WARNER AWARD 1962

See your CENTURY dealer or write:

Century **CENTURY PROJECTOR CORPORATION**
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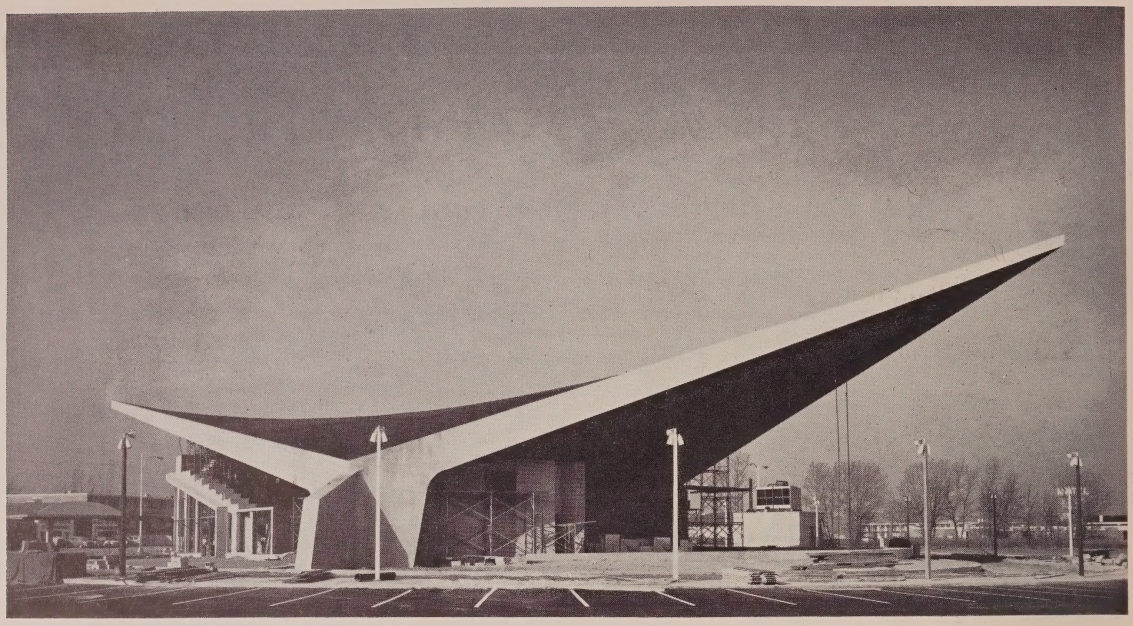
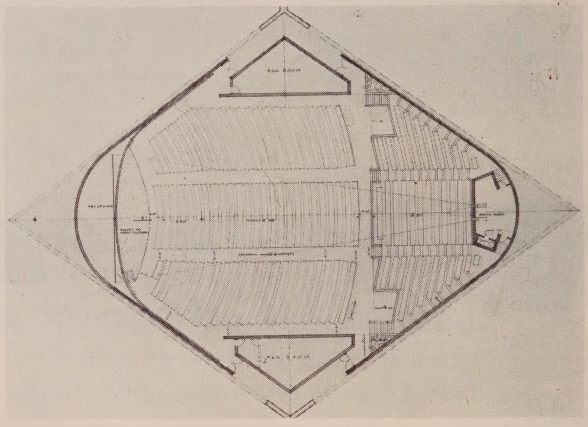


EDENS •

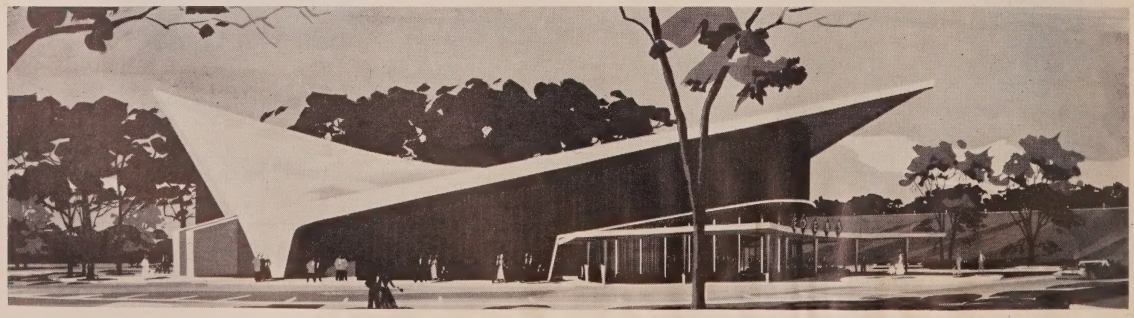
Northbrook, Illinois



The Edens Theatre on Skokie Boulevard between Dundee and Lake-Cook roads in Northbrook, (Illinois) designed by architects Perkins & Will gives the appearance of a giant, graceful bird.

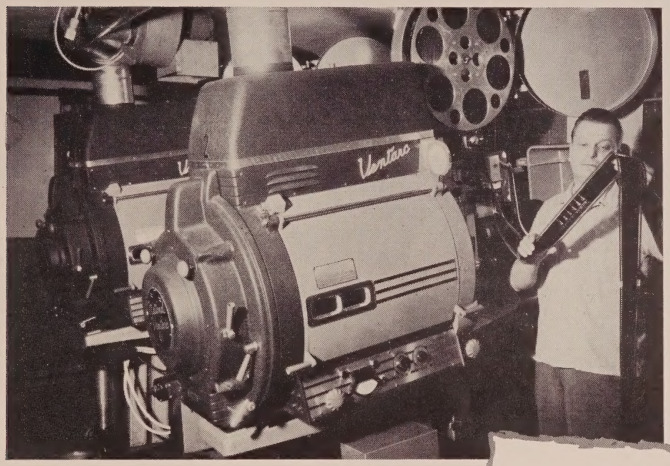
In construction circles the big design feature is a saddle-type hyperbolic paraboloid concrete roof. In fact, it is the largest single concrete roof of its type in the United States. The shell roof measures 159 feet between working points at the two side abutments and 221 feet from tip to tip. The shell is only four inches thick. The concrete roof was poured in a continuous operation with the time for the pour carefully calculated with weather predictions to assure no delay or work stop. Taking all factors into consideration, the pour began at midnight and continued for more than 20 hours. Contractors for the job are

(*Continued on page* 31)



The famous VENTARC

—BY FAR THE MOST POWERFUL OF ALL PROJECTION LAMPS



The 850-car Cranston has a 50′ x 122′ screen with a 47′ x 118′ picture projected 240 feet. Light readings show 6 foot lamberts on 35 mm projection and 8 foot lamberts on 70 mm.

"Showing a picture in a drive-in theatre for the first time to compete with an indoor house. The increase in revenue is worth the investment," says the Cranston Auto Theatre, "New England's Finest Drive-In Theatre", Cranston, R. I.

The Ventarc employs a giant 21-inch reflector and a totally different technique—a three dimensional, cylindrical shaped light source which projects twice the light of any lamps using 16½" reflectors, and 51% more light than lamps using f 1.7—18 lens—evenly distributed screen light of constant intensity and unchanging color, without manual adjustment.

TELEPHONE REgent 7-9801

COLUMBIA AMUSEMENT CORPORATION

Cranston Auto Theatre
1400 OAKLAWN AVENUE
CRANSTON, RHODE ISLAND
"New England's Finest Drive-In Theatre"
(On Bald Hill Road at End of Reservoir Avenue—Junction of Routes 1, 3 & 5)

Gentlemen:

In the installation of your Ventarc lamps at the Cranston Drive-In, let me say that this lamp now puts me in the position of showing a picture in a drive-in theatre for the first time to compete with an indoor house.

We have played several pictures in black and white, namely, "Cape Fear" and "Bird Man of Alcatraz". The major portion of these films were all night scenes and your Ventarc lamp produced these pictures on our screen comparable to any deluxe indoor house.

It goes without saying that the increase in revenue is worth the investment.

Very truly yours,

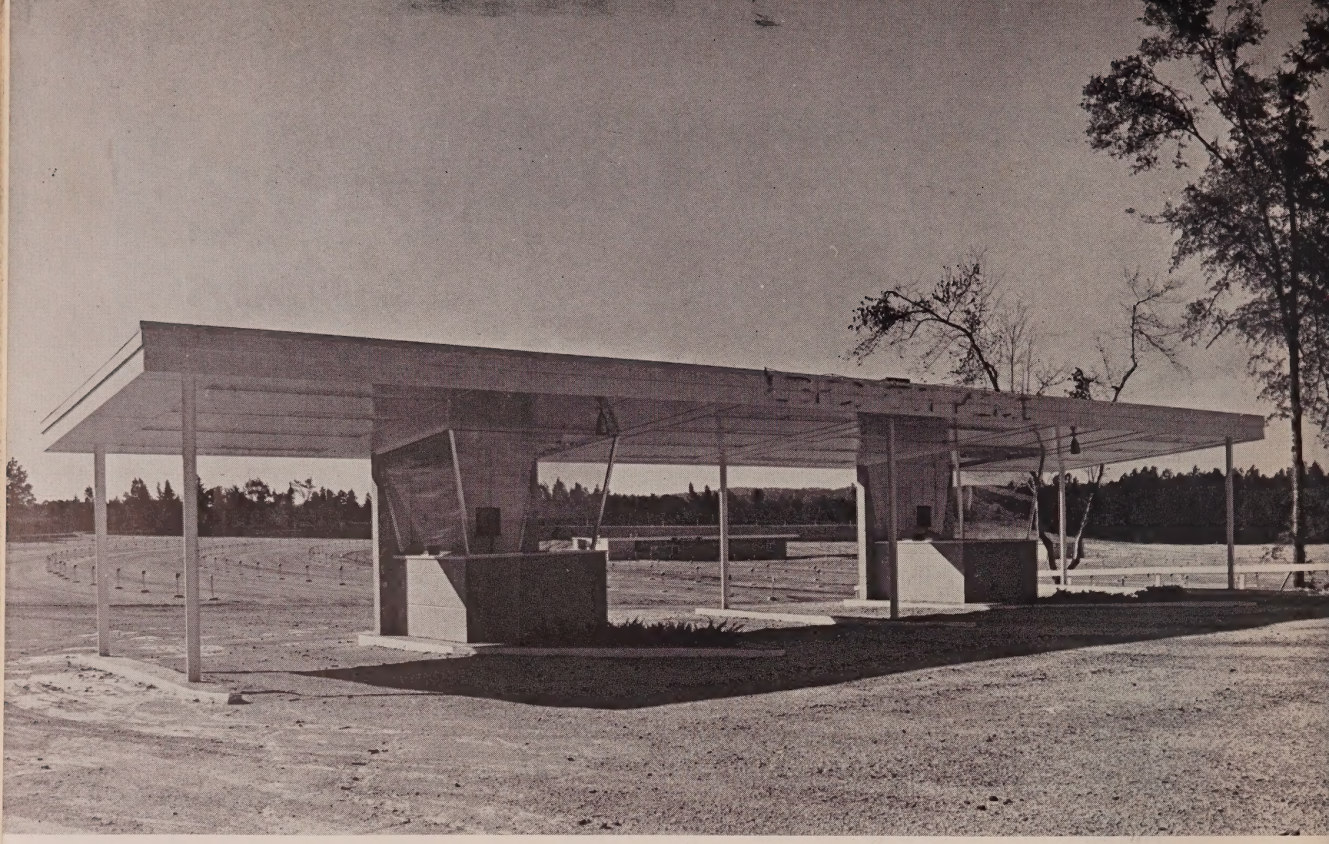
H. R. Caine

HRC:ajc

NATIONAL THEATRE SUPPLY COMPANY

Branches Coast to Coast

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



Coca-Cola
Coca-Cola

FULTON D-I

Atlanta, Georgia

The Fulton Boulevard Drive-In, Storey Theatres' newest airie, has been serving the Atlanta public for just a few short months.

Storey erected the new theatre on a spacious location just outside Atlanta's city limits. The 1,150 car outdoor house went up at a cost of $450,000, has complete facilities, and is set in a beautiful, wooded section of the city's suburbs.

For the kiddies, Storey Theatres went all out at the Fulton. The D-I's large playground was equipped with swings, see-saws, a merry-go-round, and slides. Wilkin Theatre Supply is responsible for the design and equipping of the 30-acre theatre.

The Fulton has a thoroughly equipped concession stand, as can be seen in the accompanying photo. The four lane concession area is manned by eight or more concession workers.

The multi-colored panels seen at the base of the concession stand itself are brightly colored Formica for good looks and tough wear. The brick base runs arund the entire length of the counter.

Some 125 feet of white and gold Formica was used on the wrap-around counter top and the colors in the pepperment canop above the stand match the panels of Formica in its base. The concession stand floor is a tough terrazzo of black and white. The stand can be entered from all sides of the building and is centrally situated to be accessible to all parts of the large theatre.

The Fulton's boxoffice can accommodate four lanes of autos at once, and is brightly lit so as to be visible from the approach road and highway.

The playground, visible to the front of the concessions building, uses the same central positioning as the confessions building.

The traffic control lights are by Drive-In Theatre Manufacturing Co., and the fencing and landscaping was done by the J. B. Humphreys Co.

The theatre is almost completely by a wood, and a goodly part of the large drive-in's grounds are separated from adjoining properties by a board fence.

Reference Data

Owners:	Storey Theatres, Inc.
Location:	Atlanta, Ga.
Capacity:	1,150 Cars
Projection & Sound:	Century
Speakers:	Drive-In Theatre Manufacturing Co.
Lamps:	C. S. Ashcraft
Screen:	J. B. Humphreys
Sign Letters:	Wagner
Signs:	State Neon Sign
Popcorn Machines:	Cretors
Food Service Equipment:	Star
Dispensers:	Selmix, Gessner

Recommendations For The Painting Of Outdoor Screens

Different Types Of Screen Surfaces Require Various Pre-Painting Steps and Refinishers

By Sol Shurpin
President
Technikote Corp.

■ Projectionists and theatre managers everywhere are familiar with the work of the defunct Motion Picture Research Council concerning screen brightness levels. In the outdoor theatre, the problem of screen lighting levels is critical.

The Research Council's studies showed that some 57 per cent of the drive-ins surveyed had center screen brightness levels under three foot lamberts. Indoor standards demand 9 to 14 foot lamberts of reflected light, by way of comparison.

Every drive-in owner also knows that several factors operate to help overcome the ill-effects of lower-than-desirable brightness readings on the large outdoor screen. First there is the question of visual acuity, or the process by which the human eye is able to perceive details with greater ease as the size of a picture image increases. Though lighting is notoriously poor, patrons can still make out what is going on on the screen.

Then the fact that the picture is projected by an arc light also assists the human eye to respond to the screen image, since the combination of arc light and white reflecting surface creates light that tends toward that part of the spectrum to which the human eye is most sensitive.

A good screen surface that provides high light gain, and is resistant to weathering, is therefore desirable. Often, though brightness levels can be most dramatically increased by a more efficient light source in the booth, screen brightness problems can be lessened by retreating the screen surface. The most commonly used surface application for this purpose is white projection paint, easily applied and relatively inexpensive.

TYPE OF PAINT

Alkyd or vinyl base paints are preferred. Alkyds are oil-solvent synthetic paints. Vinyls are often called "latex" paints and are water soluble as emulsions. Both have excellent qualities for indoor use but must be specially formulated for outdoor work. The water base vinyls are not generally used on metal screen towers because of the possibility of rust formation. They also require that the old painted surfaces be in good condition. Alkyds, on the other hand, since they are oil based cannot cause rust on a metal surface and are not quite so "choosy" about the undercoating. If moisture can find its way through the screen tower—from the top or through the rear—and causes blisters with oil paints, then it is best to use vinyl or latex paints because these surfaces are somewhat porous and can actually breathe. Moisture actually will find its way out through the surface!

APPLICATION

On previously painted surfaces a very thorough sanding or scraping is necessary. Loose or blistered paint must be removed. When too many coats have built up through the years then it sometimes becomes necessary to remove all the old paint by sand blasting or chemical means.

PREPARATION

Asbestos Sheet—This is a hard 4' x 8' panel of cement and asbestos composition, usually John's Manville Transite. Normally it is painted without special treatment, although it is good insurance to treat the surface with at least two coats of paint. Outdoor work, as a general rule, should always have two coats of paint.

Plywood—Even though of Marine grade and rated waterproof, plywood sheets, when new must be treated with a prime coat of a special outdoor plywood sealer. Two coats of screen paint are then required. If, after many coats of paint, there is trouble with peeling, alligatoring, or blistering then it is wise to sand well and apply outdoor plywood sealer before the finish coats of paint.

Galvanized Metal—This is a zinc coating on iron or steel and is quite resistant to the weather if left uncoated, but it must be painted with a reflective surface. Since certain metallic pigments in paint react with zinc and will, in time, lose its bond, it is recommended that galvanized sheet be first "pickled" or surface-etched with vinegar or mild acetic acid. THIS ACID WASH MUST BE REMOVED WITH CLEAR WATER. Then the surface is primed with commercially available Zinc Chromate Primer, a yellow, fast drying prime which will be a barrier coat for the finish paint and prevent galvanic action from adversely affecting adhesion. This treatment is necessary only when the sheet is new and before it is painted for the first time. It is not used again—except that if scraping in future years does expose the bare metal then the bare spots should be again primed with Zinc Chromate.

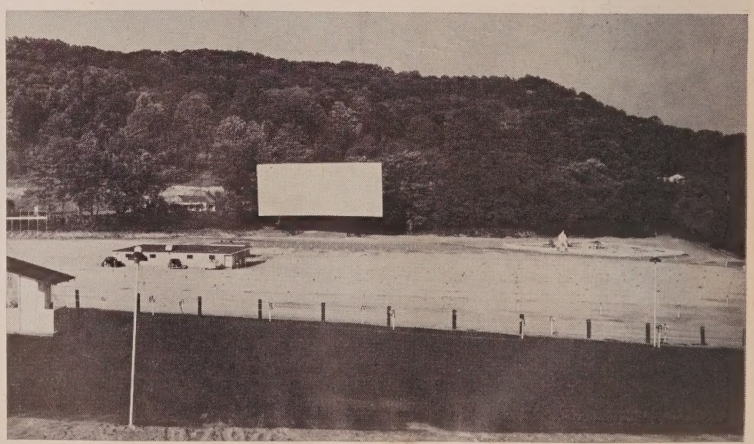
Iron or Steel Sheet—Untreated or "black" iron or steel should be primed with Red Lead and then finished with two coats of screen paint.

GENERAL INFORMATION

For best results two coats of paint should be applied. One gallon of properly formulated drive-in screen paint will cover approximately 350 sq. ft. The spreading rate will vary somewhat depending on the condition of the old surface and the technique of application. To prevent running short of paint on the job it is recommended that 250 sq. ft. be allowed in figuring quantity.

High density paints are available which have a very heavy body and which are applied as received with a lamb's wool roller only. This gives a stipple or orange peel effect that prevents rain streaks from looking glossy—but this finish also picks up more dust and dirt. It also builds up a heavier coat of paint which in the long run can be a problem.

With paints of normal density brush, roller or spray can be used. Alkyd paints can be thinned with turpentine, benzine, naphtha or mineral spirits such as "Varnolene." Vinyl and latex paints are thinned with water only. Up to 10% thinners can be added but much depends upon the technique of the contractor's application.



Center screen brightness levels in the outdoor theatre, with its problems of long projector throw, large screen area, and high outside light, can be dramatically helped by keeping the drive-in screen in the best possible condition. Rain streaks, dirt, and pigment changes in painted coatings will reduce light gain, making periodic cleaning or resurfacing a maintenance "must." Usually two coats of paint will restore the surface.

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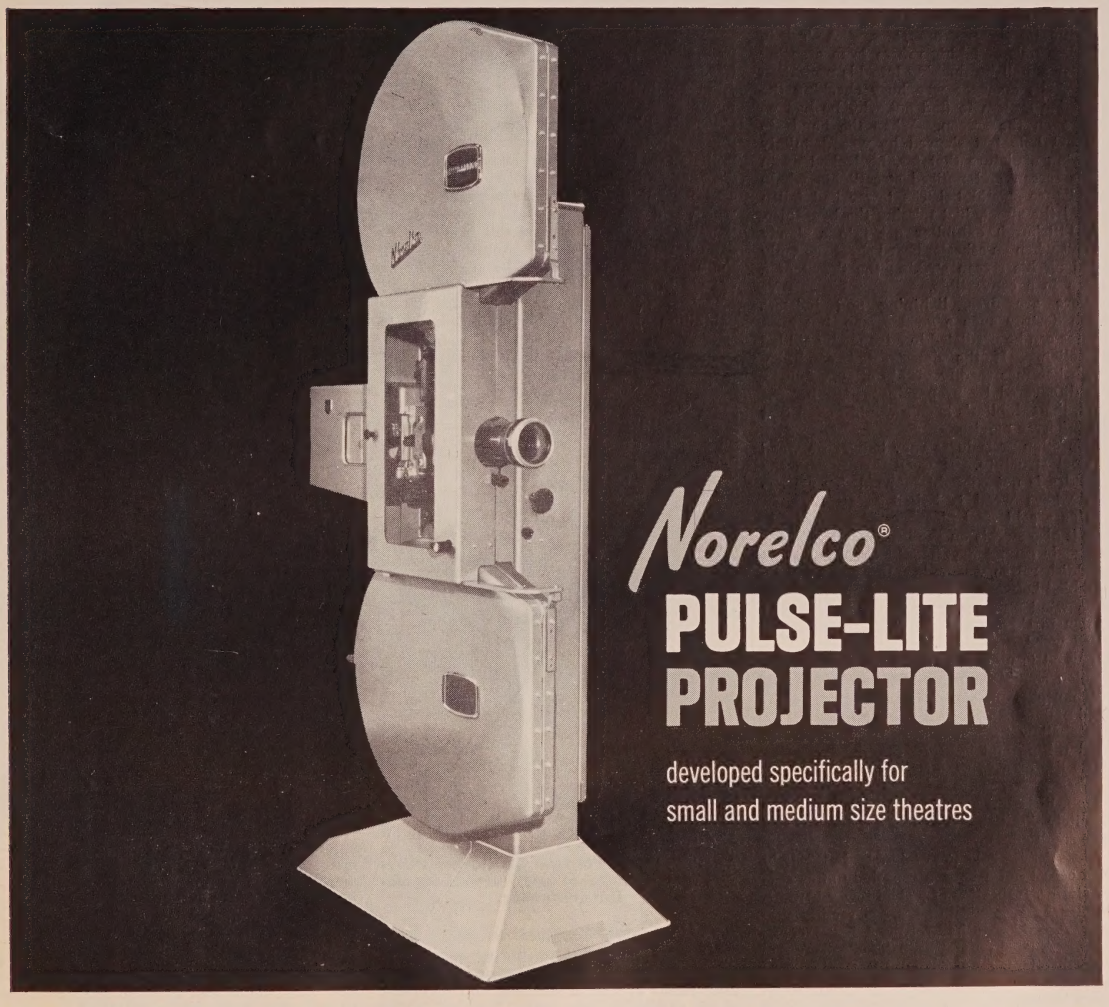

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NO ARC LAMP! Constant, uniform light without carbon adjustments

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This projector is completely different from others. Imagine... its light source is smaller than a cigarette. It doesn't even use a shutter. There's no exhaust system, no rectifier, no generator, no carbons.

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There's much more to tell you about the Norelco Pulse-Lite projector. Send for complete information now!

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Inspecting The Drive-In Screen Tower

Where To Look For Fatigue And Failure Before Your Screen Becomes A Blowdown

By John Selby
President
Selby Industries

■ A gust of wind can and often does suddenly transform many screen towers into horizontal piles of scrap.

No advance warning will be given these unfortunate theatre operators. A Toledo exhibitor tells of taking refuge from a spring thunder squall by ducking into his projection room. His operator was busy checking the projection system to find out why he had no picture on the screen. When the hand-at-the-port hole test showed he was definitely throwing a picture that far, he looked again to his screen and noticed streetlights where the picture should be! The tower had fallen toward the street, just missing the box-office.

A Pittsburgh exhibitor got into a dandy lawsuit when an asbestos board sheet suddenly sailed off his screen striking the throat of a patron in a convertible.

There are fires, lightning and twisters which destroy even a good screen, but most failures can be predicted in advance by skilled inspection. If the deteriorated condition, which becomes readily visible after a failure, was discovered by proper inspection beforehand, the exhibitor's horror would match that of his horror movies.

Inspection procedures vary between a wood or steel structure. If wood, a rap with the knuckles is not enough! Internal dry rot occurs where wood is bolted to steel plates. Just as a cold steel plate sweats on the outside, it also sweats on the inside where circulating air cannot dry it out. This results in a reddish rot so weakening, the wood can be crumbled between the fingers. Failure occurs when wind puts the truss chord in sufficient tension to sheer the bolts right through this rotted wood.

If wood is used to support the surface, inspection should be made of any construction which pockets water. Sometimes horizontal wood nailers have been used on a tilted tower. This shallow triangle traps rain, resulting in rapid rotting and loss of strength.

The life of a wood tower is measured in a number of years, approximately ten, sometimes a little less sometimes a little more, but definitely limited. Maintenance efforts will have small effect.

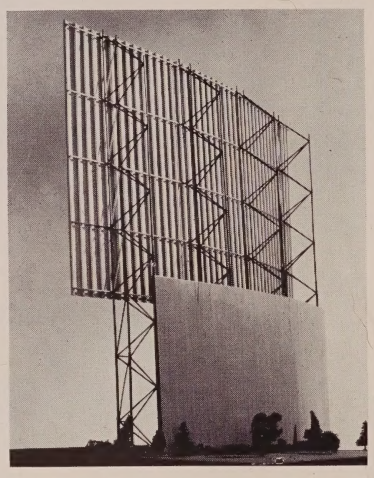
A steel tower is maintainable indefinitely with occasional attention especially after major storms. Inspection of a steel tower is much simpler because weaknesses are readily visible. A weld may be broken, A bolt may be loose. A good coat of asphalt paint containing fish oil may be needed. It is important to remember that every bolt, every weld, every brace in a properly designed steel tower is there because it is needed and therefore is under stress when subject to possible loading conditions. It is obvious that a broken weld should be rewelded, but it is important to make an inspection to know it needs welding, because even one defect may lead to progressive failure by overstressing some other member.

This characteristic of steel to yield to distribute stresses is one of steel's great advantages, but don't push luck too far by ignoring even one defect.

Towers of any material usually have atturbances fastened to them such as signs, floodlights, ladders, electric power cable insulator brackets and conduits. Checking these may eliminate a property or personal injury loss.

Having inspected and repaired an existing tower if the conclusion is reached that the tower is likely to fail, the exhibitor has several choices. He may order a replacement, probably a larger and stronger steel tower designed and built to be maintenance free(except for painting) to be installed at a time which will not result in loss of business, to the theatres. In some cases this can even be done during the operating season by installing the new tower behind the old and then filling the old in one day.

Instead of this orderly procedure, some exhibitors decide to risk a blowdown to collect from their insurance company. Since most wind failures occur during spring and summer storms, this latter decision will probably result in loss of business and diversion of his patrons to competitor. Personal injury can very well result and the exhibitor or his staff are the most likely victims since they are near the tower the most.



This Selby steel screen tower is rated at 30 pounds per square foot, figured according to American Institute of Steel Construction standards with 1.5 factor of safety against foundation overturning.

Selby Industries receives so many of these hurry, hurry distress calls that we have a bedside telephone extension which has been used many times for midnight orders. A stock of tower components is carried for rush shipment making possible a re-opening record of seven days recently in Dayton. An average re-opening time however, is more like two to three weeks.

One of the delaying factors in an emergency replacement job is the foundation requirements. Since old foundations are invariably inadequate and improperly placed, they are more hindrance than asset. A replacement tower should be placed in a virgin location if possible, usually behind the old location to increase throw for the usually larger picture. If the same location must be used, drawings of the old foundations are helpful, not to make use of the old concrete as much as to avoid it in placing new concrete. Old drawings also help in determining the load bearing possibilities of the soil.

If inspection indicates replacement of tower is likely, it would be well to start orderly procedures with the tower manufacturer to make a study of placement and soil conditions, so that when the big blow occurs most of the panic is eliminated. It must be remembered that almost without exception old foundations are worthless and frequently cause extra cost to design and re-engineer spacing of new foundations to avoid them. Replacement towers are invariably larger and most often stronger, because of addition of ramps in most drive-ins and because of tightened building code requirements in recent years.

Ten years ago when many current blowdowns were built, the building code officials were either non-existent or quite lax in enforcement of public safety strength requirements. Towers often were "built" rather than "engineered" by some local handyman. It is no trick to build a tower to stand up in calm weather. To build several hundred towers coast-to-coast which have withstood all elements, not just wind but fire, rot, rust, and lightning for over fifteen years without a major loss, is partly good fortune, but mostly thorough, sound, and honest engineering and construction.

Today building officials in most areas require submission of calculations by a licensed engineer showing strength assumptions to comply with code requirements, the applied load and the resisting provisions covering the following points: *Soil bearing, Overturning moment, Wind loads to top of footing, Shear diagram of footing, Moment diagram of footing, and Structural analysis of steel superstructure.*

It is still true that some areas have no enforcement of minimum strength requirements and that many areas have code requirements so low as to be unrealistic and unadvisable. Insurance companies sometimes set a minimum strength rating which they will insure but this is usually based on code. It is surprising the bad risks insurance companies will undertake both in regard to new construction and continuance of coverage or obviously decrepit screen towers.

So in advance planning for replacement the drive-in owner should know (1) The new picture size he is going to buy. (2) Height above ground. (He should even measure and record his present height for comparison). (3) Replacement location (moving clear of old footings if possible) or clear foundation spacing area (if old location must be held) (4) Building code requirements or if low, his own wind rating decision based on engineering advice. (5) Manufacturer, making advance arrangements and exchange of data, not overlooking manufacturer's ability to supply and satisfy code officials promptly, as well as carrying a stock of tower components for rush shipment from a central location.

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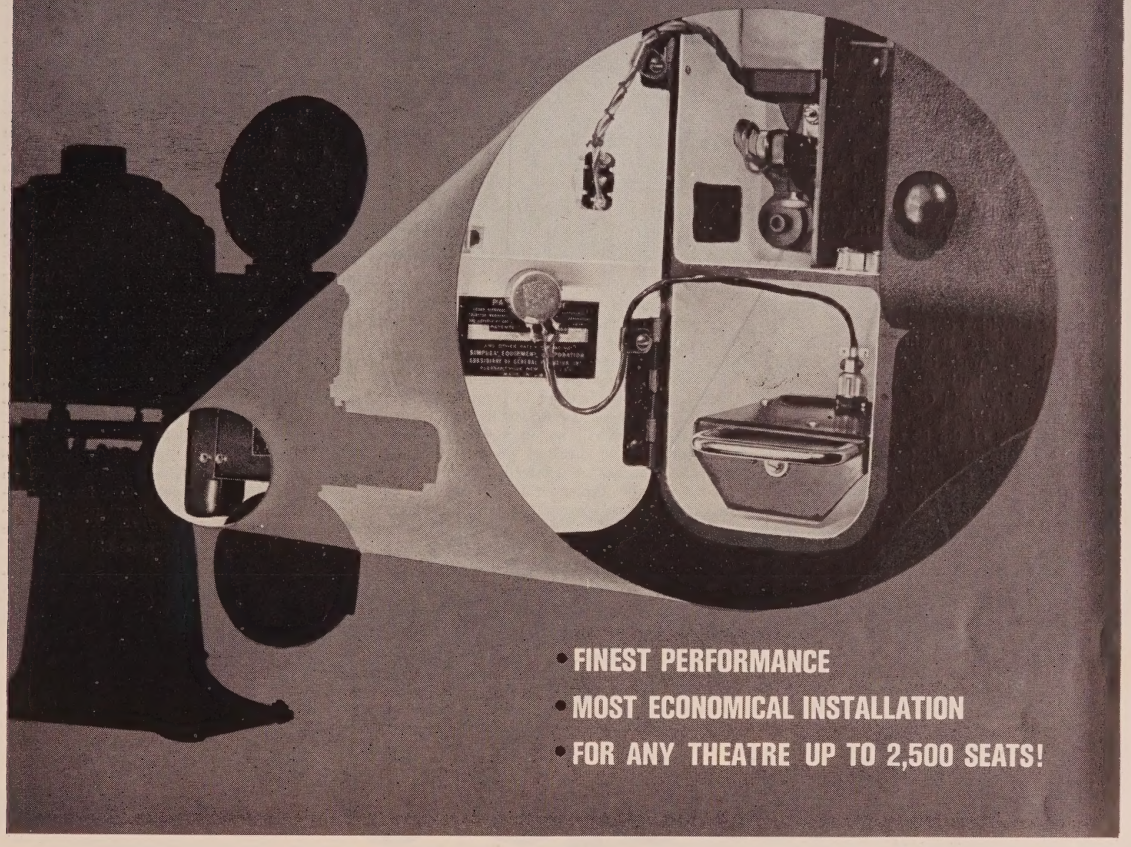

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With the Simplex XL Transistor Sound System, much of the equipment clutter of a typical projection room can be eliminated. The front wall is completely cleared and two ¾″ conduits running from one pedestal to the other are all that's necessary to accommodate inter-soundhead wiring.

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William Goldman Theatres Plan Unique Marina

Drive-In Theatres And Complete Amusement Park To Serve Three State Area On The East Coast

■ A major step in the development of the dramatic marina-recreation project planned for the tri-state area centering around the Philadelphia International Airport has been taken in the signing of a long-term lease between William Goldman, President of William Goldman Theatres, Inc., and Philip Klein, President of Philadelphia Marina, Inc., a new entertainment complex.

The Marina Drive-In Theatre, as planned, will be different from any other in the world. William Goldman, in discussing the new project, evidenced a reluctance to refer to the new theatre as a "drive-in." "It will be so different in concept from ordinary outdoor theatres that a new name will be required to properly identify it. We propose to spare no expense in making it the most complete, unique, and inviting center for public entertainment anywhere. It will certainly be the most ambitious undertaking of my many years in theatre business. We are thinking very big on this," said Goldman.

The outdoor theatre area, covering approximately 14 acres of the 88 acre development will have a ramp capacity for 1600 cars which can accommodate an audience in excess of 5,000 people at one showing. Plans include a spacious picnic ground for pre-showtime family outdoor dining, with hot take-out food available at the theatre's air-conditioned

cafeteria-restaurant. For the children, a miniature railway, wading pool, playground, pony riding track, as well as professional Punch and Judy Theatre will provide pre-show entertainment during the twilight hours. The picnic area will be attractively furnished and landscaped to compliment the current trend toward outdoor living.

The operation will be on a "year-'round" basis with in-car heating provided during the cold months. A centrally located restaurant will be implemented by silent electric mobile snack carts constantly cruising the ramp areas for in-car service to patrons. "Naturally we will go the limit in providing the finest and most technically advanced projection and sound equipment for the maximum enjoyment of the best screen entertainment features that money can buy." Goldman said, "We propose to make this the most nationally famous 'Fun Center' in America!"

The site, fronting on the Delaware River, adjacent to the new Delaware Expressway and only about 3 minutes driving time from the Airport Circle on the Industrial Highway, will be easily accessible to millions of area residents by land, sea, or air. In addition to the drive-in theatre, plans call for a huge, modern marina with complete facilities to accommodate 600 pleasure craft, party and charter fishing boats, outboard launching ramps, ships store, and boat sales and repair shops. Other major features will include a Mariners Boatel-Hotel with a minimum of 120 units, a yacht club complete with swimming pool and cabana club, snack bars, dining rooms and parking for 4000 cars.

Klein pointed to the accessibility of the site as the key to success for this "'round the clock" complex. The vast network of expressways, freeways, and bridges now in use or to be completed within the next five years, he said, will make our site easy to reach in less than a ½ hour's driving time for the millions of residents of Southeastern Pennsylvania, Delaware and New Jersey. Pleasure

(*Continued on page* 62)

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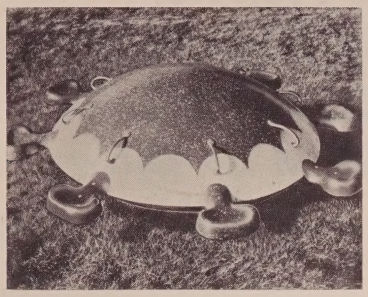
New Miracle Ride



Miracle Saucer Whirl

Miracle Equipment Co., Grinnell, Iowa, manufacturers of a full line of playground equipment, celebrated their 10th anniversary with the introduction of the Miracle Saucer Whirl.

"This is the one-hundred and twentieth piece of equipment introduced by Miracle in 10 years," stated Claude Ahrens, President; "that's an average of one new product for every month we've been in business."

Like many of Miracle Equipment's recent creations, the Miracle Saucer Whirl is basically fabricated of heavy duty fibre glass in red and white with multicolored specks. Two fibre glass domes form the saucer on which eight fibre glass seats are mounted. The seats are supported by 10 gauge formed steel bolted to the revolving center column. The individual seats and aluminum hand holds eliminate overloading. There are no exposed parts and the unit is guaranteed against mechanical defects for five years.

Ahrens, who pioneered the use of fibre glass in playground equipment, pointed out that this material permits a much greater latitude in the creation of imaginative playground equipment over other materials.

"Fibre glass also lends itself to many more shadings and variations of color," Ahrens said, "but the biggest advantage is that the color is permanent in fibre glass. You can't mar it since the color exists throughout the entire thickness of the fibre glass."

EDENS THEATRE

(*Continued from page* 22)

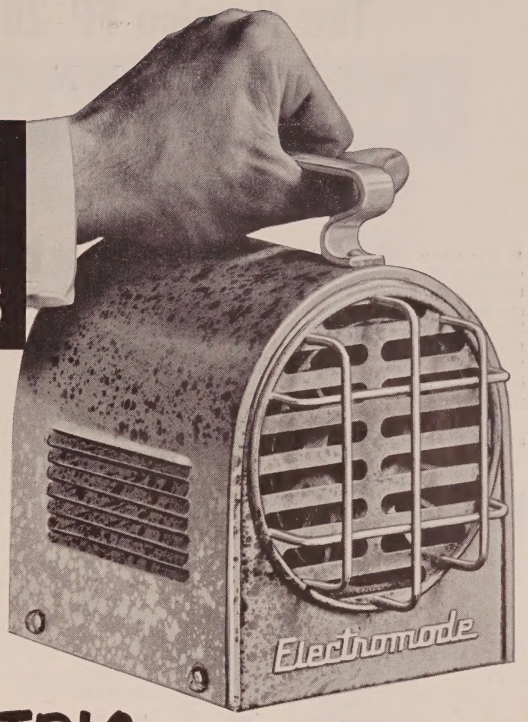
Chell and Anderson.

Integral concrete edge members are 30 inches wide and vary from 22 inches deep at the tips to 58 inches at the prestressed abutments. The entire shell is rotated about the abutment points so that one tip is 59½ feet above the lobby floor level and the width is 39½ feet.

The steel scaffolding has been removed and the exterior of precast, prestressed vertical sections added to form a curved wall. Each of these sections was keyed and placed in position to a pre-planned design accommodating the varying slope of the roof.

The designer of the building for Perkins & Will says this type of construction was selected to give a completely free space on the inside and a dramatic soaring effect on the exterior. The designer also explains that the saddle shell roof was chosen for its geometric configuration especially well-suited for auditoriums and its acoustical properties. The finished interior ceiling will consist of the concrete soffit of the shell.

HAND YOUR PATRONS



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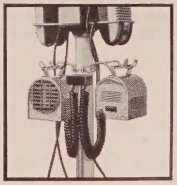

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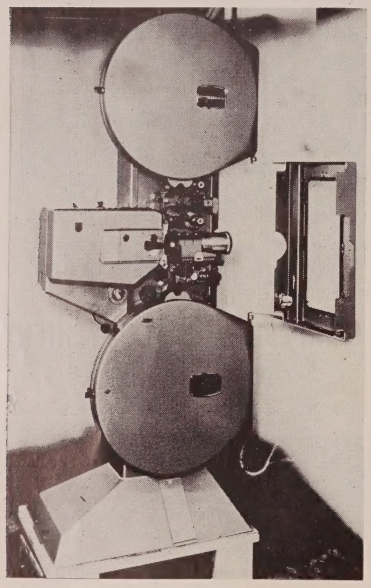
The Norelco FP 20 Shutterless Projector

Flicker Rate In New Projector Is Undetectable; Machine Built Around New Pulse Discharge Lamps

By Fred J. Pfeiff
Motion Picture Equipment Division
North American Philips Company, Inc.

■ For many years scientists, engineers, inventors and experimenters have worked on the problem of elimination of the mechanical shutter from the motion picture projector. The reason for these efforts was, in the main, the matter of unused or wasted light energy that occurs when the shutter blades were covering the projector aperture during the pull-down and blanking periods.

Several years ago Norelco engineers achieved a small reduction in shutter loss by using a single blade shutter operating at twice the speed of a two blade shutter. Another method of achieving some reduction in light loss incurs the use of an intermittent movement with a fast pull-down. Some use of this system has been made in the U.S. and abroad.



View of the FP 20-S Shutterless Projector showing the film path door open and the projector equipped with optical & magnetic heads.

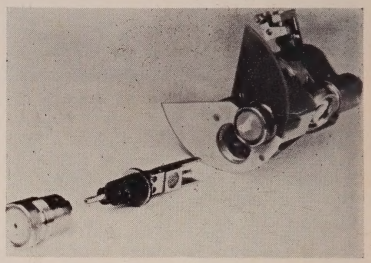
However, while a reduction in loss has been realized in the latter instance, the inherent flicker problem remained unless the gain was cancelled by the use of a special 3 blade shutter. If a screen brightness or luminance meeting present day standards (ASA-PH 22.124-1961) is to be used, the picture field rate of 48 per second can result in objectionable flicker. Note here that a modern television set can be operated at a much greater highlight brightness than the maximum recommended motion picture screen luminance.

However, the field rate in the U.S. T.V. systems is 60 which results in a flicker rate beyond the perception of normal human eyes.

Philips' engineers had worked on the combined problem of shutter inefficiency and flicker for about 12 years and in 1959 a break through occurred. Not only was it possible to eliminate the shutter and double the useable amount of light, but the picture field rate was also raised to 72 per second. This results in a flicker rate which is absolutely undetectable. Added to these accomplishments was a considerable reduction of heating of the film. This, in turn, resulted in virtual elimination of loss of focus due to film buckling.

No Exhaust System Required

Another achievement was the elimination of the need for an exhaust system. The new light source produces no ash or gases as from carbon arc operation, or ozone as from xenon lamp operation. The water cooling requirements for the new lamp are commensurate with those encountered for water cooling or carbon arcs and projector film gates.



Dual lamp turret holding pulsed discharge lamps for Norelco FP 20-S projector insures constant protection against lamp burn-out.

The new method of screen illumination has been labeled as the SPP Pulsed Discharge Lamp. To obtain the most efficient application of the revolutionary lamp, it was decided to design a new and modern projector. The combined result of this work is now known as the Norelco FP 20 S Shutterless Projector.

In operation the lamp lights automatically

(*Continued on page* 34)

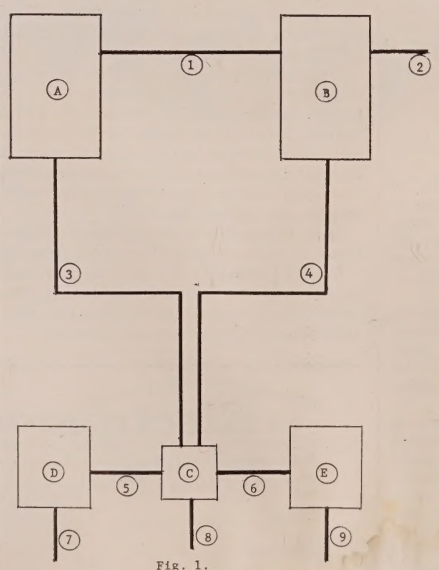


Fig. 1.
Norelco FP 20 S Projector Conduit Requirements

A - B FP-20-S Projectors

C. Crossover Switch

D - E EL-5207 Pulsators

1. Crossover Conduit
   2 #12 T.W
   4 #16 T.W

2. A C. Conduit to Power Panel
   3 #12 T.W (115V - 60C
   1 #14 T.W. 3 circuits)

3. Conduit
   1 Co-Axial Cable
   1 Tri-Axial Cable
   9 #16 T.W.
   1 #10 T.W.

4. Conduit
   Same as 3

5. Greenfield - Conduit
   Same as 3

6. Greenfield - Conduit
   Same as 3

7. Greenfield to Fused Switch
   3 #10 T.W. (3 phase)

8. Conduit to Amplifier
   1 #10 T.W. (Ground)

9. Greenfield to Fused Switch
   3 #10 T.W. (3 phase)

SNAPLITE PROJECTION LENSES

SUPER SNAPLITE f/1.7

f/1.7 . . . in focal lengths from 2½" through 4".

6 ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

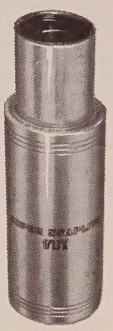
COATED OPTICS . . . throughout. For high contrast and less light loss.

ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 290
2½" through 4" E. F.

SUPER SNAPLITE f/1.7X



An extended barrel lens for use on projectors where the lens mount interferes with the light path of standard short focal length lenses.

f/1.7X . . . in focal lengths from 2" through 3".

MULTIPLE ELEMENTS . . . high magnification, wire sharp projection, superb definition, high light uniformity.

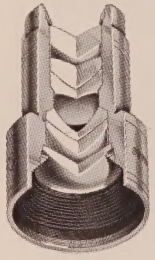
COATED OPTICS . . . throughout for high contrast and less light loss.

ONE-PIECE MOUNT . . . aluminum, sealed against dirt, dust, oil or moisture.

ANODIZED FINISH . . . a part of the aluminum barrel itself, never wears off. No rusting, chipping or peeling.

Catalog No. BX 294
2" through 3"

SUPER SNAPLITE f/1.9



ANASTIGMAT . . . six elements for wide-angle, high magnification, wire-sharp projection.

f/1.9 . . . magnificent screen brilliance.

COATED OPTICS . . . give greater light, sparkling contrast.

SEALED LENSES . . . keep out light-robbing dust and oil.

ANODIZED FINISH . . . cannot flake or peel off.

Catalog No. BX 241
2" through
4¾"—f/1.9
5"—f/2.0

4 INCH DIAMETER SUPER SNAPLITE f/1.9

f/1.9 . . . in focal lengths from five up to and including seven inches.

COATED OPTICS . . . for higher contrast and even brighter pictures.

SIX ELEMENTS . . . for the sharpest pictures ever projected with long focal length lenses.

ONE-PIECE MOUNT . . . no threaded joint to admit moisture, dust or oil.

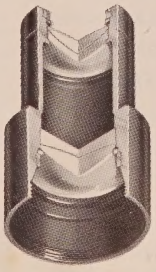
SEALED CONSTRUCTION . . . under normal use, does not need to be taken apart for cleaning.

ANODIZED FINISH . . . no flaking, chipping or peeling to impair performance.

Catalog No. BX 265
5" through 7"—f/1.9
over 7" slightly slower

NOTE: Four inch diameter Super Snaplite projection lenses are available on special order only. Make and model of projector MUST be specified on each order.

SNAPLITE SERIES II f/2.0



f/2.0 . . . BLACK ANODIZED FINISH
COATED OPTICS
SEALED CONSTRUCTION

Catalog No. BX 163
3½" through 5"—f/2.0
5¼" through 7"—
slightly slower
Above 7"—on special
order.

KOLLMORGEN
CORPORATION
NORTHAMPTON, MASSACHUSETTS

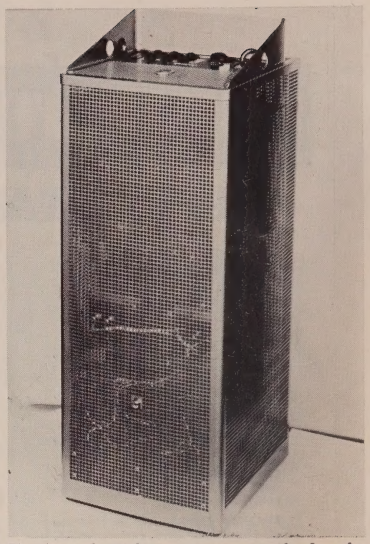
NORELCO FP 20 ·

(*Continued from page* 32)

when the projector motor is switched on. Eliminated are the restrictions and requirements associated with carbon arc operation such as light variations, arc unsteadiness, carbon renewal, constant attention to arc adjustments, reflector maintenance, exhaust systems, expensive replacements, and the like. The luminous efficiency of the lamp remains practically constant throughout its life as contrasted to other projection lamps for example. To assure uninterrupted projection two SPP 800 lamps are mounted in a revolving turret. This provides a spare lamp that automatically moves into position and ignites if the regular lamp should fail during operation. This change takes place in "the wink of an eye" and is accompanied by a red signal to alert the operator who can replace the inoperative lamp in about 30 seconds and, while the projector is in operation. The turret can then, if desired, be reset manually with one quick movement restoring the "regular" lamp to operation.

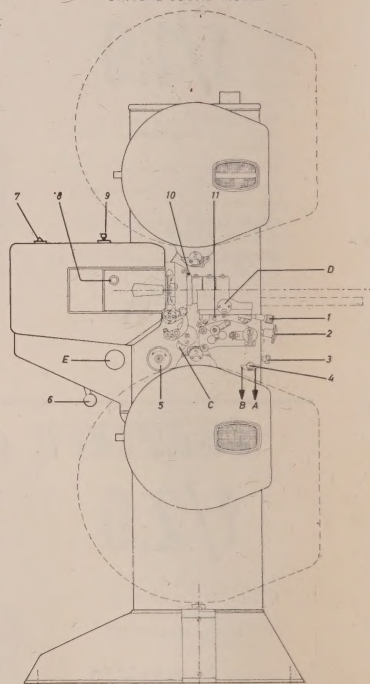
Some 600 of these equipments have been in use abroad for periods of up to 4 years. In mid-1962 the North American Philips Company, Inc. decided to supply the projector for use in the U.S. under the Norelco name.

Several pilot installations were made and included in these were theatres and a non-theatrical recording studio. Results were carefully recorded and studied. As a result Norelco has ordered a large quantity of FP 20 S projectors for domestic use. There will be available several versions. In addition to the basic model which has a built-in optical sound head and a 2000′ capacity magazine, optional executions can include magnetic



The Noreclo Pulsator, power supply for the new SPP-800 Pulsed Gas Discharge Lamp, as used in the shutterless projection set-up.

OPTICAL SOUND MODEL



A. "On" Switch B. "Off" Switch C. Film Gate Pressure Scale D. Focusing Knob E. Water Flow Inspection Glass 1. Focusing Knob 2. Framing Knob 3. Film Gate Tension Knob 4. Changeover Button 5. Turn-Down Knob 6. Slide Lever 7. Lamp Switch 8. Manual Lamp Change Button 9. Brightness Control 10. Stray Light Shield 11. Lens Holder Release.

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*Carrying Underwriters' Listing Seal.

Write for illustrated Bulletin No. 500.

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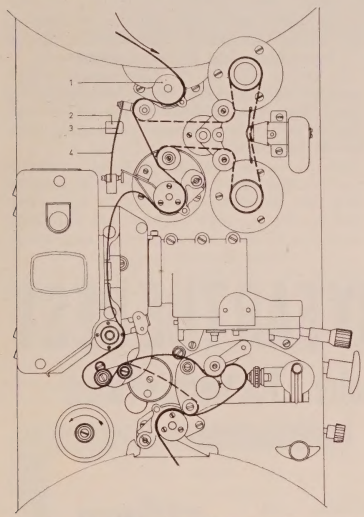
SALES AND SERVICE AGENCIES THROUGHOUT THE WORLD

sound heads and 6000′ capacity magazines.

Aside from the revolutionary light source using the SPP 800 pulsed discharge lamp, other exclusive features are to be found. All shafts run in prelubricated bearings. By using large diameter film sprockets, shaft speed has been reduced. Driving transmissions are by chain and non-metallic sprockets. Operation is exceedingly quiet and trouble-free. All projector driving components are mounted on a flat machined surface provided by the rectangular steel column that forms the basic structural element. Magazines, likewise, mount on this column which can be tilted to provide protection angles of from 15° up to 25° down. The projector is shipped completely assembled except for magazines and film path door. Adapted from the famous Norelco 70/35 projector are the curved film gate and the lathe-bed lens holder slide. Framing, focus and film gate tension controls are provided. The latter two have calibrated gauges for presetting to accommodate a particular print. Remote controls for framing and focusing are optional features.

Electrical installation is simple as can be seen from Fig. 1.



Seen in the above photo is film path on new Norelco Shutterless Projector. Direction indicated by arrow.

The water required for the lamp turrets can be either from a constantly circulating or from recirculators of satisfactory capacity.

The power supply for the SPP 800 lamps consists of a six phase rectifier built into what is called the EL 5207 pulsator. These units are considerably smaller than conventional arc lamp rectifiers, measuring but 12″ x 16″ x 37″ high. Only 6 amperes per phase is consumed by the pulsators.

With suitable lenses and screens, pictures up to 36′ wide in the CinemaScope format can be projected. Using the standard .825″ wide 35 mm aperture, a 30′ picture is possible. The screen luminance in both instances would be within the range of the ASA standards.

Experience has proven that there is a sizeable reduction in operating costs of the SPP 800 lamp compared to the costs of carbons capable of producing the same luminous flux on the screen. In addition, there is a reduction in electric power consumption due to the high efficiency of the pulsator and the reduced operating amperage.

TIPS ON PROPER AUDITORIUM MAINTENANCE

Daily routine checks are the first requirements for a properly maintained theatre auditorium.

Check and immediately report such unsafe conditions as torn, ripped, or loose floor coverings; chairs not securely fastened or broken, burned out sidewall, passageway, stairway, aisle or exit lights.

Overhead decorations and ceiling should be checked for loose paint, or plaster with particular attention to bulges that show in the plaster.

Special attention should be given to checking theatre chairs. Check for splinters, protruding screws, a tack, torn seats and broken springs. Closely check underpart of seat for loose or missing parts. If a chair is found to be unsafe rope it off and have it repaired immediately. Nothing so disgruntles a patron as a broken seat.

Check security of standie poles and rails. Check aisle lights. Do not allow aisles or exit lanes to be obstructed.

Ushers should be instructed to give special attention to the elderly, cripples, children, and to pay special attention to women with children in their arms.

Routine inspection, and reporting of all discrepencies to the manager should be taught all new employees in the theatre. This is where good maintenance practices begin.

International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada

Affiliated with the AFL-CIO

RICHARD F. WALSH
International President

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General Secretary-Treasurer

Suite 1900
1270 Avenue of the Americas
NEW YORK 20, N. Y.

New Century Projector Driven By Multiple Vee Belt

Century Simplifies Mechanical Transmission Of Power From Motor To Projector And Sound Head

By Larry Davee
President
The Century Projector Corp.

■ Century Projector Corporation has always tried to lead the field in producing new and improved equipment to provide better and more modern motion picture theatre results. The general acceptance of defeatism which has prevailed throughout the industry made the expenditure of money in research and development require considerable faith hardly justified by encouragement from theatre owners, producers or distributors.

It is with a profound sense of gratitude mixed with elation therefore that industry theatre groups such as COMPO, TOA, Allied, MPA and others have recently initiated promotional campaigns to change the movie going habits of the theatre patron and more importantly to raise the morale of everyone who can contribute to upgrading motion picture theatres.

Recently Century Projector Corporation has introduced many new developments which contribute not only to improved screen results but which also reduce installation and operating expense and increase reliability.

Included in this array of new and startling achievements are the following:

(1) A new type of drive for their projectors which simplifies the belts or gears used from the motor to the projector. These new drives follow a better, improved "straight forward" mechanical arrangement contributing to quieter operation, less vibration, steadier pictures and more importantly better sound reproduction. The new drive eliminates the odd shaft speed relationships which have always caused difficulties with synchronous operation especially for the projection of 3-D or separate sound track reproduction.

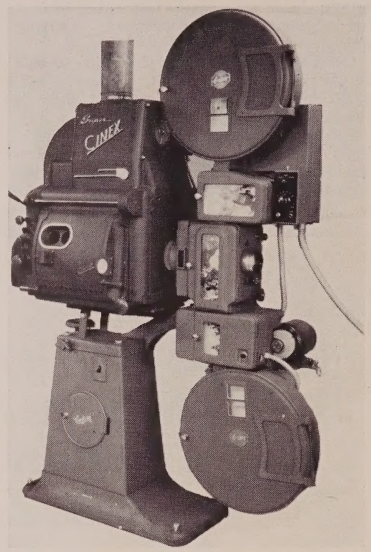
Included in these designs is a newly developed multiple Vee Belt. Six Vee grooves in the drive belt contribute to the smoothest drive of its kind yet devised.

(2) The introduction of the Century All-Transistor Sound Systems was of course a big step forward in improved sound reproduction. In these days of HI-FI these new sound systems can compete favorably with the modern concepts of competitive sound reproduction in the home and other places of amusement.

In reality this is an achievement which must not be taken too lightly because it is a great deal more difficult to reproduce high quality sound in a theatre auditorium than in the smaller rooms of the home.

We in the motion picture industry should not be lulled into a false sense of security with the old-fashioned, obsolete equipment now in the majority of theatres. Unfortunately, a theatre owner becomes accustomed

(*Continued on next page*)

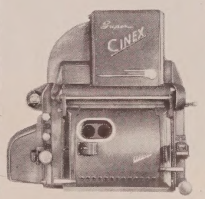


Century's Model JJ2 70/35mm Projector showing the control system of Century's transistor sound installed on the machine.

Ashcraft PROVED BY TEST...BY FAR THE BEST

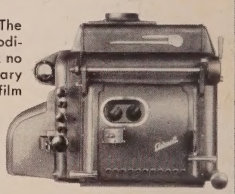
Arc Lamps and Rectifiers for Every Projector...for Every Theatre...The World's Finest

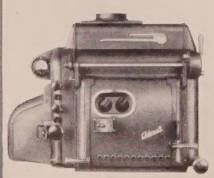
HERE ARE THE FACTS



SUPER CINEX . . . The masterpiece of the most experienced projection lamp designer. No other lamp has even remotely approached its perfection from every point of view—mechanically, electrically, optically, hydraulically or its fine air-conditioned system. Its durability and stamina have been proved. More and more fine theatres and drive-ins are re-equipping with Ashcraft Super Cinex daily due to their fine reputation for perfect screen light and service. Current range with 13.6 mm carbon, 125-165 amperes.

CINEX 35/70 SPECIAL . . . The Great of the Ashcraft Arc Lamps is a modified Super Cinex. Like the Super Cinex no third element or relay lens is necessary regardless whether 35 mm or 70 mm film is being projected. Uses a 13.6 mm high intensity positive carbon at current ranges between 125 and 140 amperes.





CORE-LITE . . . the latest and most phenomenal producer of white light at lowest possible operating cost in the family of Great Ashcraft Arc Lamps. Same arc burner and arc controls as the SUPER-CINEX. Same quality and built-in reliability. The lamp is optically designed to give greater white light distribution at less cost for carbons and electricity. There is none better—anywhere! 70-110 amp.

RECTIFIER . . . THE SPECIAL CORE-LITE 12 PHASE HIGH REACTANCE RECTIFIER . . . designed for the requirements of the Core-Lite lamp, this rectifier will give the best results. Low reactance 6 phase rectifiers should not be used. Certain motor generators, but not all, are acceptable. The special Core-Lite S/1212 rectifier will give you long, excellent service with an absolute minimum of expense. Other Ashcraft rectifiers available for every power need. The cost is no more than for inferior rectifiers.

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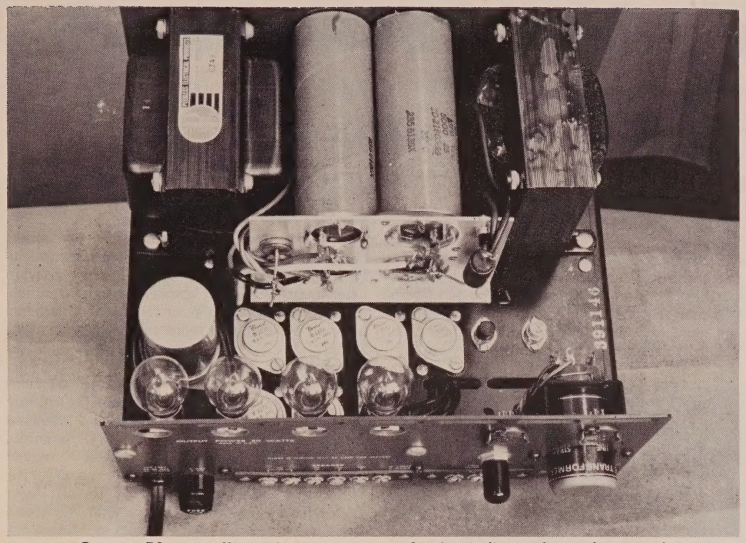

Century 50 watt all-transistor power amp showing indicator lamps (top open).

to the projection and sound in his own theatre and does not realize that his customers are much more discerning in their evaluation of its quality even though they cannot translate their likes or dislikes into terms which a technical man or theatre owner can understand. By illustration, a customer can tell whether he likes or dislikes a particular musical rendition but cannot (without training) tell why. The same applies to sound or picture reproduction in the theatre. He knows whether he likes a show or not, but cannot explain the reasons for it.

A more recent development from Century Projector Corporation is an All-Transistor 50 Watt Power Amplifier that defies failure from overload, impedance, mismatch, bad speakers, short circuits, etc. In addition, it is the only amplification having a visual overload or abnormal operation indication. These new features are especially valuable in multiple channel reproduction where indication of troubles on one channel is sometimes difficult to find.

These new visual indicator 50 Watt All-Transistor Power Amplifiers which are proof against overload failure are a big step forward in "foolproof" operation contributing to money-saving with insurance against amplifier failure.

(3) One of the newest and latest announcements from Century is the new 70mm—35mm projectors, Model JJ-2. The new projector designs are based upon years of experience in projecting 70mm film and take advantage of the lessons learned in continuous operation in the largest motion picture theatres around the World.

These new projectors include new film trap and gate designs which allow optimum projection with as little as three ounces of pull on the film at the picture aperture. In addition, the new design allows a sharp focus of the aperture plate when projecting a sharp picture thereby eliminating the fuzzy edges of the picture usually associated with 70mm projection.

The same new designs are also incorporated in the 35mm film traps and gates.

These new projectors are of course water-cooled for better film life with less film buckle. In addition to being water-cooled, the film traps are easily removed for inspection of the shoes and/or changed from 70mm

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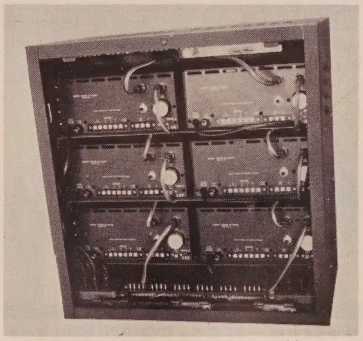
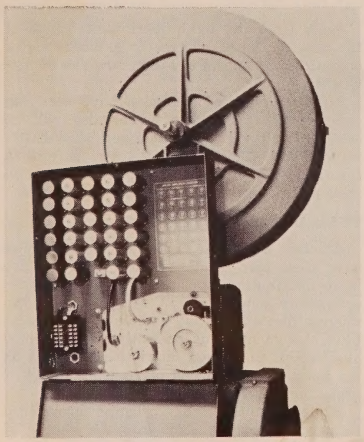


Century 6/4/1 channel Transistor Magnetic-Optical Sound System's six 50 watt amplifiers in cabinet.



Century 6/4/1 channel transistor Magnetic-Optical Sound System's Transistor Pre-Amplifiers mounted on projector.

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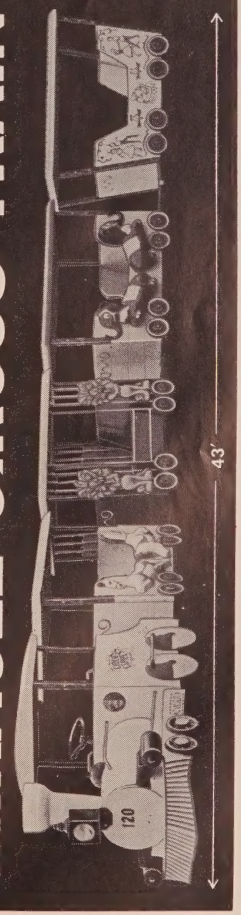


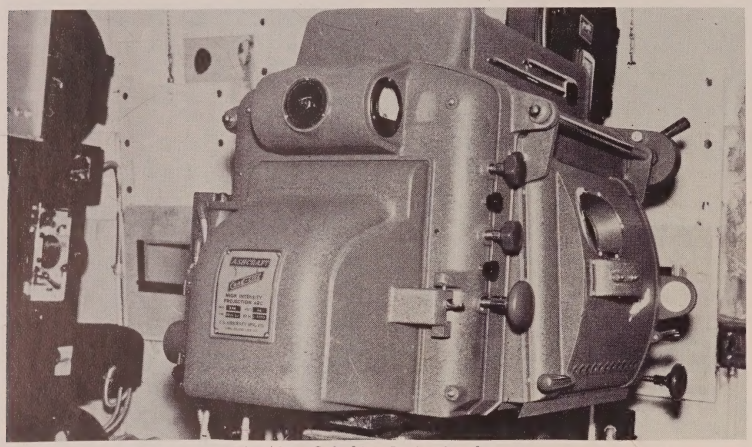
The Ashcraft Core-Lite Projector Lamp

Tests Show Possible Light Distribution Increases Of Up To 100 Per Cent

■ Some of the inadequacies of motion picture theatre projection, particularly the fact that only about 65 per cent of the carbon arc light could be gathered by a reflector and transmitted through the lens of a projector to the screen, had been a source of irritation to C. S. Ashcraft, president of C. S. Ashcraft Mfg. Co.

The problem of where the additional light was dissipated in the projection process was the one attacked by Mr. Ashcraft, and the fruit of his labors appears in the workings of the new Core-Lite.

According to Ashcraft, tests showed it is possible to increase light distribution from a former 65 per cent figure upwards to 100 per cent, and with a dramatic reduction in carbon consumption amounting to approximately 50 per cent. Ashcraft also states that increased resolution, increased depth of focus, and the ability of the lamp to throw its light on a no-gain matte screen have been proven by the tests.



The New Cole-Lite Projection Lamp

The secret of Core-Lite's attainments, says Ashcraft, is the use of an exact mathematical formula brought forth by Clarence Ashcraft after many years of experimentation, which has led to previously unattainable precision controls resulting in more exacting projection. Ashcraft's new arc lamp has, as one of its prime features, a flexible mirror.

When the mirror spot is reduced, aperture light gains, and, conversely, when the mirror spot is increased or made larger, the aperture light becomes smaller. It is thus possible, according to Ashcraft, to completely cover the aperture with converging rays of pure white light eliminating the brown and blue rays which very often pass through the aperture. The carbon image itself, is said to be completely eliminated in the new lamp, thus eliminating one of causes of hot spots entirely.

INCREASED LIGHT DISTRIBUTION

The Core-Lite was designed to produce an average of 80 to 85 per cent light distribution on the screen, and with the carbon arc pushed forward as little as 1/16", the light distribution can be increased an additional 20 per cent to its full 100 per cent potential.

Ashcraft said that it has been known for many years that uncoated carbon burns with colored rays of light, mostly brown, yellow, and blue. The core, made of cerium, with some carbon powder, burns with a pure white light with the qualities of sunlight. It is the ability of the Core-Lite lamp to permit only the white light to be gathered by the reflector and focused on the aperture, through the moving film through the projector lens and thence to the screen through converging rays of light, rather than through presently used diverging rays, that makes the Core-Lite an uncannily efficient piece of theatre equipment.

NO HOT SPOTS

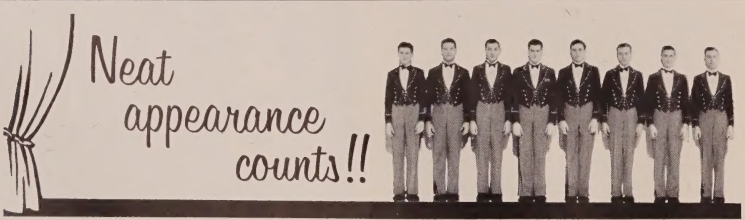
Aside from the light distribution assets of the new arc lamp, its greatly reduced cost of operation will appeal to theatre owners everywhere.

Although costs of operation have been cut enormously, the theatre owner also will be attracted to the greatly increased light distribution that eliminates hot spots, permits a return to the more soothing-to-the-eyes no gain, plain white matte screen.

FULL LIGHT UTILIZATION

Another and most important asset of the new Core-Lite is that since heat follows light distribution, the new lamp distributes completely even heat on every mm of the moving film eliminating embossing damage to film, change of focus and other ills directly attributable to uneven distribution of light at the aperture, which has plagued operators of projection machines.

While presently used arc lamps throw only 65 per cent of arc light into the center of the moving film, it is claimed that the Core-Lite puts a full 100 per cent of light, evenly distributed, on the moving film at the aperture.



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Lintex Collars and Fronts are made from pure white, especially processed paper in linen and pique finishes. Made to be thrown away when soiled, no laundry problem. Collars and Fronts always new, fresh and very economical.

Theatre managers all over the world have been outfitting their ushers with Lintex Collars and Fronts for more than thirty years. If you aren't now supplying these essential uniform accessories to your ushers, write today for quotation and samples.

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successors to Reversible Collar Company
95 Binney Street, Cambridge, Massachusetts

Eprad's Transistor Optical-Sound Amplifier System

New, More Powerful Unit Uses Less Space, Is A Fraction Of The Weight Of Old Units

By Paul J. Voudouris
Sales Manager
EPRAD

■ Sound and light . . . sounds familiar doesn't it? This is the old opinion of theatre people since the days of the first talkies. Over and over you hear people talk about the necessity of providing theatre patrons with the finest in sound and light.

Sure . . . a beautiful marquee, a large, tastefully decorated foyer, comfortable seats, adequate parking etc., are important to attracting patrons, but in the final analysis they come to your theatre to see and hear the product. Screen illumination we will leave to the makers of this equipment and now let's discuss the product we specialize in . . . our Optical-Sound Amplifier.

A survey by our company confirmed the fact that many theatres were operating with obsolete equipment that should have been retired long ago. Age in itself isn't a crime . . . but when patrons are driven away (and possibly never to come back) because of sound that fails to bring out the full dimension of the original sound track, then it is time to "modernize" and not repair obsolete and wornout amplifiers. Most theatres today do not have "sound" as good as the home Hi-Fi or FM sets, and patrons know this, even if we fail to admit it.

Further investigation revealed that many theatres were aware of the problem and would modernize except that cost of the equipment on the market was too expensive. Armed with these facts, EPRAD, Inc. initiated a research and development program to design an amplifier that would give the finest sound ever heard, and be low priced and simple to install and service. Other requirements were that the amplifier be of a plug-in type and that transistors be used exclusively.

Transistors

Let's talk about transistors . . . those magical little devices that have replaced vacuum tubes. Transistors are here to stay, and people who think otherwise are just hiding their heads in the sand. Transistors are highly reliable, virtually indestructible and best of all, greatly increase the quality of sound being reproduced. It has been said that if our missiles used tube type amplifiers instead of transistorized amplifiers the missiles could never get off the ground because of the extra weight and lack of reliability and comparative freedom from shock and vibration.

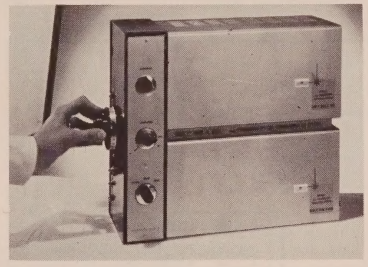
Amplifier Facts

Now let's compare EPRAD's All-Transistor Optical-Sound Amplifier System to tube type and other transistor amplifiers:

The American Standards Association has not defined any specific methods of evaluating the power from audio amplifiers for this use. Considerable confusion exists because of "power" claims. With tube-type amplifiers, we are able to describe the "power" of the amplifier because at some point the filament or cathode emission of the tube was not sufficient to furnish more power and at that point there would be definite distortion which could be calculated and read.

With transistors, the limits are somewhat different. A transistor will continue if driven sufficiently high to give more power (and absorb more power) until a point is reached where the device will actually melt internally. This point is reached when the device is actually so hot it would burn the skin of your fingers if you would touch it. By proper cooling and sufficient cooling, the same transistor in the same circuit (but with better cooling) can give considerably more power before reaching the point where it would destroy itself.

EPRAD's new theatre amplifier not only



Eprad Control Section

has a very unique circuit (incorporating recently available "drift" type power transistors) for limiting distortion, but also has the best heat dissipating method presently available.

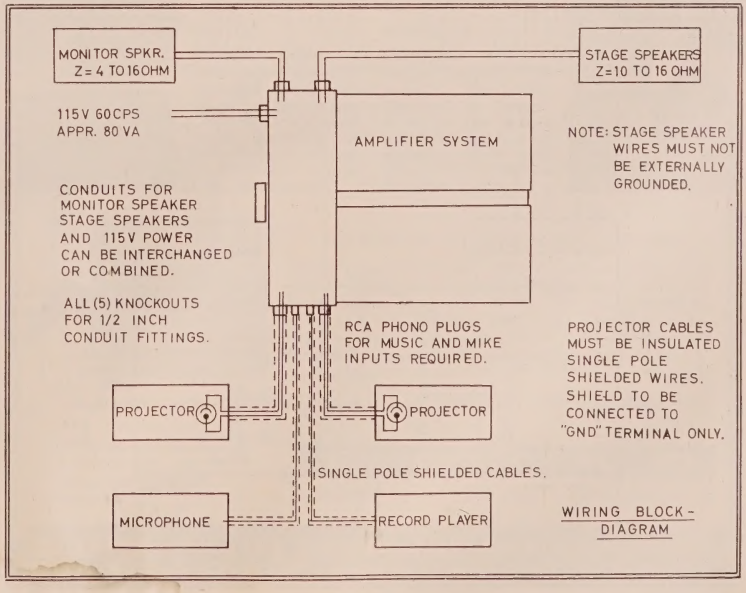
Our extremely conservative rating of 25 watts continuous sine wave power output barely warms the power transistors. Instantaneous peak power is considerably higher than this 25 watt figure. (It is 100 watts, if the instantaneous peak pulse were of short enough duration.)

A 2000 seat theatre with a good theatre type horn system would require an average power of less than 2 watts. Dramatic music of very high intensity, under the same situation, would probably require up to an average of 10 watts. At this level, the sound in the auditorium would be unbearably "loud." Actually, EPRAD's new amplifier could comfortably handle the dialogue of ten 2000 seat theatres simultaneously if it were properly matched to the speakers.

Unlike tube-type amplifiers requiring an output transformer wherein the grid-voltage versus plate current curve is only linear over a limited range, a properly designed transistor amplifier with no output transformer or output condensers has greater linearity. Accordingly, sound of very low levels, and sound of very high levels, are reproduced with equal facility and no compromise in the acceptable amount of distortion.

Therefore, the EPRAD Transistor Amplifier's freedom from distortion and noise, makes it possible to use even in a small room with the same tremendous fidelity and cleanness of sound. Due to the almost complete lack of distortion of any type, the sound can be operated at a higher level when required without becoming annoying, harsh, or un-

(*Continued on page 41*)



Bi-Powr Rectifier Employs Twin Silicon Stacks

Greater Life Expectancy Results From Reduced Aging; Flicker On The Screen Minimized By Balancing Output

By Arthur J. Hatch
President
Strong Electric Corporation

■ The first device since the development of the motor-generator for the operation of two projection arc lamps from a single power supply was recently announced by The Strong Electric Corporation in the instance of their new type silicon stack transformer.

Known as the Bi-Powr, the rectifier employs two silicon stack assemblies, one for each output.

Silicon is generally considered more reliable. The life expectancy is greatly lengthened due to the fact that there is no "aging." Silicon is almost 10 percent more efficient than conventional selenium type rectifiers, which, to the exhibitor, means a savings of 10 percent on power costs.

Since there is no aging, there can be no unbalance in the units, and hence no flicker on the screen caused by unbalance in power supply.

A novel "Lo-Strike" feature associated with each output on the 90-135 and 120-160 ampere models protects the silicon stacks from overload and prevents the destruction of the carbon crater upon striking the arc. The strike is so gentle that it is impossible to detect on the screen when the incoming arc is struck and changeovers are effected—heretofore impossible with rectifiers and motor-generators. This "Lo-Strike" feature and heavy duty Type-H insulated choke in the direct current output circuit makes for quiet operation, limits the ripple so as to eliminate all possibility of flicker on the screen caused by inadequate filtering in the power supply.

An exclusive automatic reset permits immediate restriking in the event that the arc is not established on first strike. The transformer also is Class H glass-insulated, and baked in silicon varnish.

The Bi-Powr is designed for operation on 220v 50/60 cycle three phase AC and is available in four ratings: 60-85/ 60-85 Ampere /35-45 Volts—75-105/ 75-105 Ampere /48-61 Volts—90-135/ 90-135 Ampere / 56-70 Volts—120-160/ 120-160 Ampere /58-75 Volts.

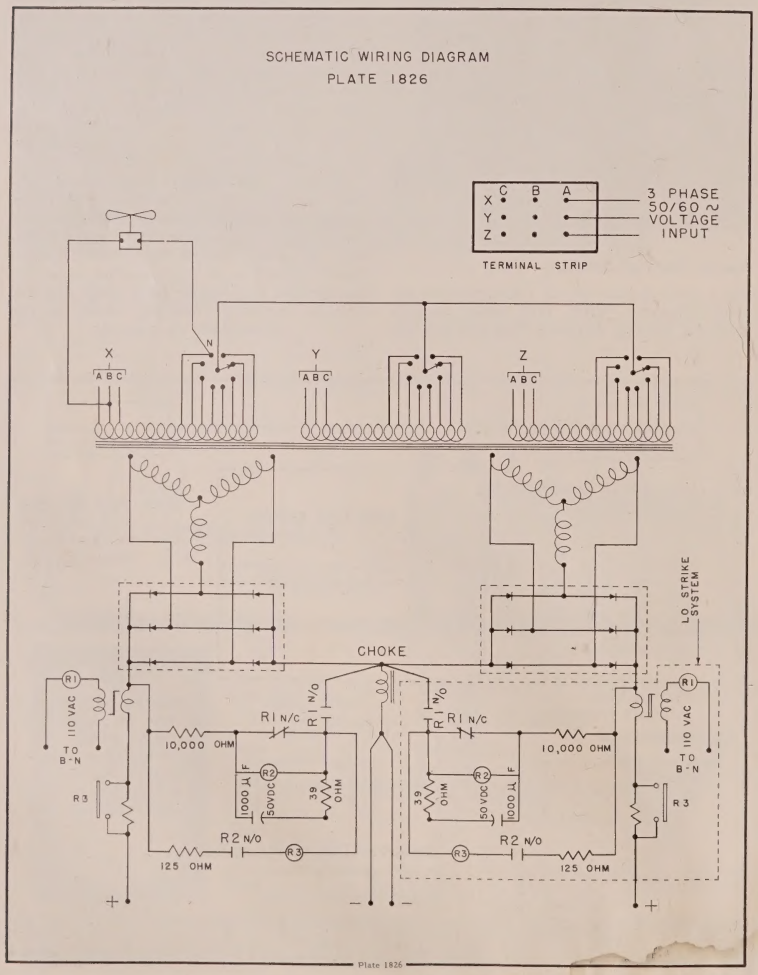


Plate 1826

In photo above, one of three dial switches for each of the three phases is adjusted. Regulating output can be done during show without flicker.

The silicon stacks are "down-draft" fan cooled which prevents dirt, cigarettes, paper and other foreign matter being drawn into the equipment from the floor. The transformer is tapped to provide power for fan operation. Therefore no external fan connections are required.

There are three dial switches, one for each of the three phases, for regulating the output of the rectifier. The power output can be adjusted while the equipment is operating without danger of losing the arc or causing noticeable flicker on the screen.

There are three sets of AC line voltage taps to provide for an input range of 190 to 240 volts. This wide range allows the rectifier to be used in outlying locations where excessively high or low line voltage may exist.

The four heavy asbestos D.C. leads are brought outside of the rectifier case for ease of making connections with the arc lamps.

When a motor-generator fails the theatre is forced to cease operation until complete repairs are made whereas one of the features of the Bi-Powr is that in the remote event of failure in one section, the other section may still be used for continued operation.

The Bi-Powr not only carries a lower first

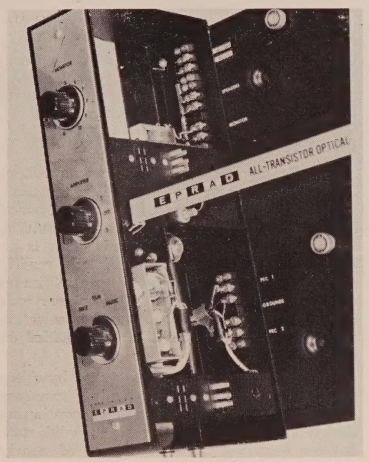
(*Continued on page* 63)

EPRAD SOUND •

(*Continued from page* 39)

pleasant to listen to.

Furthermore, EPRAD's unique circuit, which requires no transformer nor any coupling condensers, makes it possible to have the lowest "generator" impedance of any amplifier available for theatre use today. This makes for exceptionally clean and faithful sound reproduction such as you probably have never heard before. For the first time



Control Unit opened to show simple wiring set-up. Demonstration unit can be hooked up without disturbing present systems.

in the history of sound motion pictures, it is possible to use an amplifier with a frequency curve of 20 to an excess of 20,000 cycles, (ordinary tube amplifiers are arranged so that the sound level drops off at approximately 8000 cycles, with quite a steep "skirt") with no noticeable background noise or distortion. Actually, because of this, the sound is natural and lifelike, much more intelligible and "thrilling" to listen to.

Description of System

The EPRAD all-transistor optical-sound amplifier consists of a self-contained package which includes the following:

Control Section: The control section has three knobs on the vertical strip located on the left side. The top control regulates the monitor speaker. The middle control is a three position switch with the following positions: UP, amplifier 1 "ON"; Center "OFF", Down amplifier 2 "ON" (if purchased for standby). On the left side of the unit is a fader knob with which the sound level in the theatre is adjusted. Removing the panel on the left side exposes the following controls: bass and treble screwdriver adjustments for each amplifier; screwdriver adjustments for each photocell (or other inputs, if used); and a screwdriver adjustment for balancing microphone and music inputs. Phono jacks underneath the control section are for music and microphone inputs. All wiring connections are made to this section. No wires are run to the amplifier(s).

Amplifier: Plug-in amplifiers are self-contained and contain three sections that can be readily separated. The three sections are: **preamplification, power amplification** and **power supply** stages. A neon indicator lights to show that the amplifier is "ON". On the right side of the amplifier are located two fuses and an indicator lamp. Fuses are for the 115 Volt power line and speaker line (amplifier output). If "power" fuse blows, the indicator lamp will light.

Accessory Equipment: Two coaxial cables are furnished running from the projectors to the amplifiers. A fader rod, mounting bracket and knob are provided with each system. The following accessories are available from EPRAD: Monitor Speaker—Monitor Amplifier—D. C. Exciter Lamp Power Supply—Exciter Lamp Changeover Switches—Base Extension Pan—Sound Rack Adapter Plate—Microphone—Record Changer—Tape Reproducer—Matching Speaker Transformer (for other than 10-16 ohms speakers).

Sound Changeover: Optical sound changeover is accomplished by "switching" the exciter lamps. Switches can be on the projector or on the wall. D.C. exciter lamp power supplies are recommended due to the excellent low frequency response of the amplifiers. Most theatres are equipped with exciter lamp power supplies and changeover switches and can continue to use their present equipment. If not so equipped at present, exciter lamp power supplies and changeover switches must be installed.

The EPRAD All-Transistor Optical-Sound Amplifier is easy to install but we recommend that the installation be supervised by a competent theatre sound serviceman. Drawing A and Photo B show how the system is wired.

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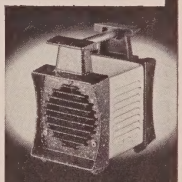
with EPRAD TRUE VALUE PRODUCTS

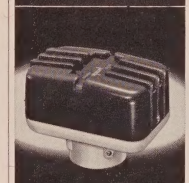
LONG-LIFE SPEAKERS

Quality speakers that sound better, last longer. Why? We've been continuously building in-car speakers longer than anyone. Models available to meet any performance or price requirements.

HOT-SHOT HEATERS

Heat quicker, circulate more heat faster than any heater available . . . 2.5 to 5 times more. Completely weatherproof and safe. U.L. and C.S.A. approved.



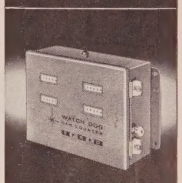


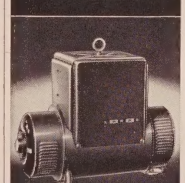
JUNCTION BOXES

Only boxes engineered to prevent them from shorting out to ground in wet weather (thus preventing bad sound). Available with glowing butyrate or cast aluminum tops.

CAR COUNTERS

Make sure you get all your box office receipts. All electric and completely accurate. Not controlled by cashier. Foolproof and easy to install. Available in 1, 2, 3, 4 lane models.



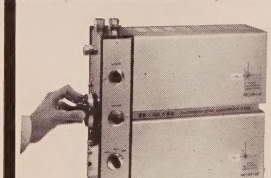


MOTOR GENERATORS

Quiet and dependable. Designed specifically for motion picture use. Uniform D. C. power source regardless of variations in primary A. C. power supply. Easy installation.

BURGLAR ALARMS

Stops break-ins and vandalism after hours. Designed to protect drive-in concession stands but can be used anyplace where vandalism is a problem. Simple to install.



TRANSISTOR OPTICAL-SOUND SYSTEMS

Eprad's new all-transistor optical-sound amplifier system breaks the sound price barrier. Highest quality sound for any theatre, now only $550*. Plug-in construction. Complete with Pre-Amp and Power Amplifiers. Compatible with all type sound heads. Compact and easy to install. Most beautiful sound you've ever heard.

*One amplifier.

35-70 MM. MUTLI-CHANNEL SYSTEMS ALSO AVAILABLE FOR CINERAMA, ETC.

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BUILDING THEATRE SOUND AND COMMUNICATION AND ELECTRONIC EQUIPMENT FOR 15 YEARS

The Simplex XL Ten-Fifty Transistor Sound System

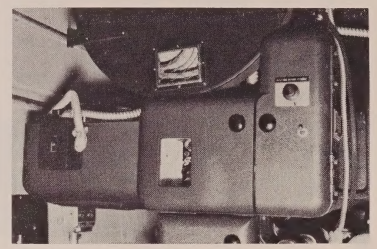
All Major Components Are Plug-In Or Cable-Formed; Fully Transistorized Altec Wall-Mounted Amps Used

By John Currie
Vice President
National Theatre Supply

■ The Simplex XL Ten-Fifty Transistor Sound System is a "solid state" system in which all vacuum tubes have been replaced by transistors. It was developed to provide the finest performance, most economical installation, a minimum of maintenance and the utmost versatility. Operating convenience and efficiency are provided for throughout the system. For example, changeover and volume control facilities are located on each Sound Mechanism at the operating position; plug-in transistors are used wherever feasible and all major components are plug-in or cable-formed, and space-saving wall mounting cabinets are factory pre-wired.

SOUND MECHANISM

The deluxe Simplex XL Sound Mechanism is modified to accomodate a photo-junction cell in place of the standard photoelectric cell. The PJC is activated through a standard 10 volt exciter lamp operating on either AC or DC. The signal is fed into a fully transistorized pre-amplifier located in one sound mechanism. This pre-amplifier is a two-stage common emitter direct-coupled amplifier followed by an emitter follower output stage (also direct-coupled). Feedback is used around the first two stages and improved stability is provided by an unbypassed resistor in each emitter circuit. The pre-amplifier response is flat from 40 to 8,000 cps.



A. Simplex XL Sound Mechanism showing changeover switch and system volume control at the convenient projectionist's operating position.

The volume control located on the rear door of the sound mechanism plugs into the pre-amplifier, which in turn is plugged into the sound mechanism. This provides for practically immediate replacement in event of failure.

An apparatus unit is used in the second sound mechanism and contains a coupling circuit which includes a voltage divider to supply proper voltage to the PJC and a building-out resistor which in conjunction with a similar resistor in the pre-amplifier forms a "Y" pad to couple both Sound Mechanisms together.

POWER AMPLIFIERS

A fully transistorized, high power Altec-Lansing power amplifier is used in the Simplex XL Ten-Fifty Transistor Sound System. A pre-wired wall mounting cabinet providing for two 351A amplifiers is used. This is an extremely rugged, well ventilated, readily accessible cabinet which takes up a minimum of wall space on either the side or rear wall of the projection room. Amplifier selection and monitor control facilities are provided on the cabinet.

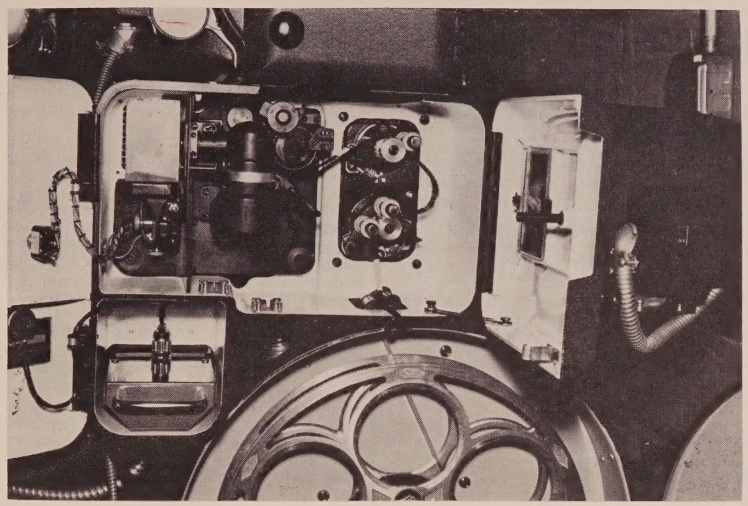
The 351A amplifier, manufactured by Altec Lansing, the largest producer of transistor audio amplifiers, is the result of continuing design and development work in solid state devices resulting in an amplifier of nearly perfect performance. Fifty watts of audio power is available the instant the switch is turned on. The frequency response range is from 20 to 20,000 cps with a total harmonic distortion of less than 1.5%.

The use of two Altec Lansing 351A amplifiers in a single cabinet provides for immediate standby emergency equipment. The amplifier selector switch controls both the AC input and the audio output of the amplifiers. Physical replacement of an amplifier in the cabinet can be made in a matter of minutes.

NON-SYNC FACILITIES

A non-sync cabinet is supplied for wall mounting the non-sync amplifier conveniently close to the record or tape equipment. A standard transistorized pre-amplifier is used at this position to provide the non-sync or microphone facilities. In the event of an emergency, this preamplifier may be substituted for the one in the Sound Mechanism thereby providing continuous film operation.

C. Amplifier cabinet with door in place contains two Alec-Lansing 351A 50 watt transistor amplifiers.



B. Sound Mechanism with door open to show transistorized pre-amplifier in bottom compartment. The Photo-junction cell is located in the black cylindrical case directly to the left of the scanning drum.

A three-position switch and a volume control is located conveniently on the front of the non-sync cabinet.

EXCITER LAMP SUPPLY

The exciter lamp supply is furnished by either an AC transformer or by a DC selenium rectifier. A standard 10 volt, pre-focus base exciter lamp is used regardless of the voltage supply. In the DC excited system, an AC emergency circuit is provided so that the system may be AC operated in the event of a failure in the DC circuit. Both supplies are mounted in compact wall mounting cabinets either of which is located directly below the amplifier cabinet for wiring economy and ease of servicing.

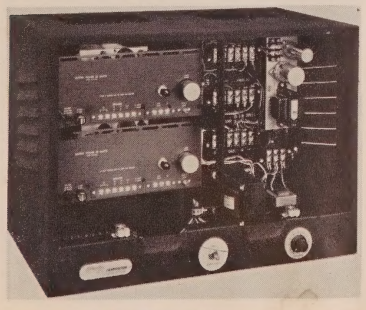
MONITOR SPEAKER

The standard high quality Simplex XL monitor speaker is used in the Simplex XL Ten-Fifty System. A large speaker unit mounted in an acoustically treated cabinet provides a quality of sound very similar to that being heard in the auditorium. In this way the projectionist is appraised of the quality as well as the level of sound at all times.

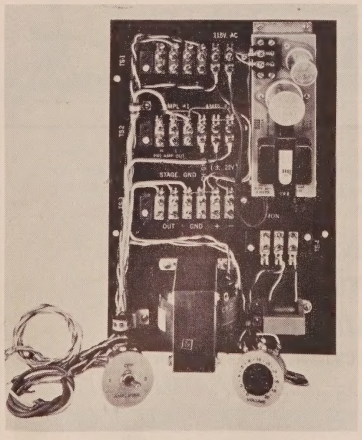
STAGE SPEAKERS

The entire line of Altec Lansing 'Voice of The Theatre' speakers is available for use with the Ten-Fifty Sound System. This is necessary due to the fact that the system is adequately powered for auditoriums of an configuration and any size up to 2500 seats. A wide selection of multicellular high frequency horns and low frequency baffles is abailable.

Simplex XL Ten-Fifty Transistor Sound Systems are distributed through National Theatre Supply Company branch offices located throughout the United States.



D. Amplifier cabinet with door removed to show two 351A amplifiers and factory prewired terminal board.



E. Amplifier terminal board showing 70-volt line transformer and transistor power supply.

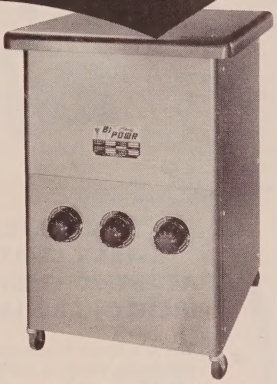
The Most Economical Means of Power Conversion

FROM EVERY ANGLE

THE Strong BI-POWR

A new type silicon diode stack transformer rectifier designed as a power source—

FOR THE OPERATION OF 2 ARC LAMPS



DUAL OUTPUT RATING OF:

60-85/60-85 AMPS/35-45 VOLTS

90-135/90-135 AMPS/56-70 VOLTS

120-160/120-160 AMPS/58-75 VOLTS

SAVES ON INITIAL COST!

Sells for 15% less than two of the lowest priced 90-135 ampere rectifiers, and costs less to install. Requires only one line service. Built for extremely long life. Class H glass insulated transformers.

SAVES ON OPERATIONAL COST!

Greater efficiency than selenium rectifiers and previous silicon types.

SAVES ON SPACE

Requires one-third to one-half less floor space than two separate rectifiers spaced for proper ventilation.

Send for literature.

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Improved Maintenance Programs Can Cut Your Costs

Maintenance Specialists Offer Sound Suggestions For Establishing Economical, Simple Procedures

■ American business spends as much as $15 billion annually to keep its establishments clean and polished, and for good reason. It is necessary to protect the investment in property, and because looking good has become a necessary part of a successful business. So, of necessity, the money is being spent. Much of it, however, is wasted.

Condensed from

"Building Maintenance Manual"

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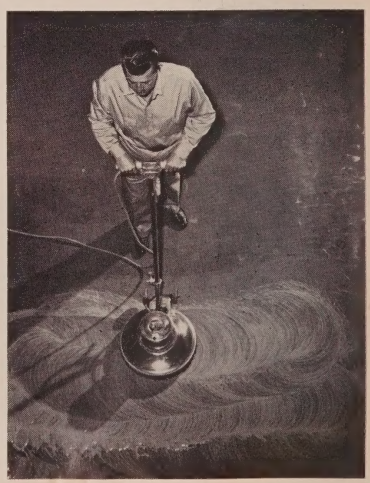
As an example, it is estimated that it costs as much as $500 to remove a single pound of dirt from a building. Of that cost, equipment and supplies take about 5 per cent. The other $475 goes for labor. What can be done about it? Invest in ways to eliminate entry of as much outside dirt as possible: a quality door mat that can act as a dirt trap . . . runners in the lobby on inclement days.

Use any and all techniques to make the job of your maintenance personnel easier . . . more effective. For saving labor is the only realistic method of making any substantial cuts in the cost of maintaining your building. Wherever you must pay for labor, an investment in better supplies and equipment will pay for itself time and time again in labor savings alone. Save steps, simplify the job, make the job easier . . . and you'll save money!

In this vein, it is important that maintenance work be properly organized and the right materials used to accomplish the job most efficiently and at the lowest cost.

In the motion picture theatre, a policy of planned, day-to-day maintenance is of the utmost import. Intelligent day-to-day maintenance will keep your floors, walls, concessions area, and washrooms and theatre exterior more attractive and at the same time add immeasurably to the life of the theatre structure.

The modern theatre makes extensive use of newer materials that require expert and systematic care if they are to yield the beauty and serviceability they were intended to. If your theatre, for instance, has large floor areas with "hard" surfaces, you are only too well aware of the problems of keeping the floors attractive at a sensible cost figure. If you have floor surfaces of asphalt tile, rubber, vinyl, linoleum, mastic, cork, wood, terrazzo, concrete, clay tile, ceramic



Scrubbing with rotary power machine using steel wool or brush removes wax build-up after many dressing coats.

DO YOU BUY
Heat-Reducing Reflectors
ON PRICE OR COST?

TUFCOLD
2-YEAR COATING
GUARANTEED FIRST SURFACE
DICHROIC REFLECTORS

They're a bargain because everything an ordinary reflector does TUFCOLD does better and longer. That's why they're worth more yet actually

COST 43% LESS

based on life expectancy. So, since your old reflectors, by wasting power, carbons, and light, cost more than new TUFCOLDS, replace them now.

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WEATHERPROOFED!
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AT A FRACTION OF ORIGINAL COST
ACT NOW! SEND SPEAKER TODAY!

ALL KINDS AND STYLES
of speakers rebuilt with latest electronic developments! Any speaker 2" thru 18" made in U. S. custom rebuilt and individually tested

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tile, marble, or magnesite, setting up a day-to-day maintenance schedule based on the following guidelines can effect real savings in your floor maintenance expenditures.

SWEEPING

Frequent sweeping will make any floor finish last longer. Sweep with a hair broom, cotton duster or treated cloth or mop. Sweeping removes dirt and grit which might be ground into the finish if left too long. If a treated cloth or mop is used, make certain that it is treated properly so as to remove dust and dirt efficiently without leaving an oily residue.

DIRT ACCUMULATIONS

If sweeping won't remove the dirt, damp mop the floor with cold water.

For stubborn dirt accumulations, use of a quality cleaner diluted in water is recommended. Dry buffing with a polishing brush, abrasive pad, or fine steel wool is also effective.

BUFFING

If you employ a wax finish (either water emulsion or solvent type) periodic polishing will keep floors lustrous and remove scuff marks. After a damp mopping, a buffing will restore the gloss to the wax finishes.

TOUCHING UP

It isn't necessary to refinish the entire floor when the finish becomes worn in traffic lanes. One technique is to "spray-buff." Using the same finish you used in the initial finishing of the floor, spray a fine mist on the floor and buff wet with an abrasive pad, cleaning and waxing in one operation.

DRESSING COAT

Frequency of re-dressing coats should be determined by experience. Many factors, such as weather will influence this. To prepare the surface for dressing with a water emulsion finish, clean with a solution (one part cleaner such as Johnson's Forward to 40 parts water), rinse and let dry. Then apply the finish and let dry. To dress a solvent-type wax, use the wax to clean. Then, let dry and buff.

Never use mops interchangeably. Mops used to spread wax should not be used for general cleaning purposes.

OLD FINISHES

Periodically, all water emulsion finishes should be removed from the floor so as to avoid unsightly build-ups in non-traffic areas. Strip floors with cleaner and hot water and then refinish. If a solvent-type wax is used, stripping is not necessary, since the solvent in the product prevents build-up.

FLOOR DON'TS

(1) Apply a polymer finish over a soap or wax film. Remove all wax from both the surface and pores of the floor.

(2) Don't apply finish with dirty mops or equipment.

(3) Don't use sweeping compound or duster that leaves an oily film. Excessive oil can damage the floor, make it slippery and attract and hold dirt.

(4) Don't let the floor finish wear through in heavy traffic spots. Touch up these spots before the finish is worn away.

(5) Don't polish any solvent-type wax until thoroughly dry (Approx. 30 min.).

(6) Don't allow a water emulsion finish to build up in heavy traffic areas.

(7) Pour unused finish from work pail into original containers.

WASHROOM CLEANING

Nowhere is regular, systematic cleaning more important than in the washroom. Use an effective cleaner-disinfectant such as Johnson's Forward for the cleaning of all surfaces, walls, floors, ceilings, wash bowls, urinals and toilets. If surfaces are clean and germ-free, there will be no need for heavy, cover-up disinfectants.

For the systematic organization of each washroom cleaning job, you may set up four basic steps:

(1) Empty all the receptacles first, including waste receptacles, sanitary napkin receptacles, and sand urns, ash trays, etc.

(2) Check and fill all dispensers to assure that towels, toilet tissue, seat covers and soap are in good supply.

(3) Give all surfaces a cleaning. While washing light fixtures, check for burnt out bulbs. Cean surfaces of all partitions, drain pipes, tile wall surfaces. Spot clean to remove dirt marks. Wipe off smudge-marks or completely clean mirrors. Clean sinks with a sufficiently strong cleaning agent, doing fixtures as well. Periodically clean hardware and pipes beneath the sink. Clean toilet bowls with a bowl cleaner, using a brush to catch area under the rim of the bowls, and remove stains. Mop the entire area with a germicidal solution using hot water. Offensive odors in lavatories can often originate in the grouting around ceramic tile where bacteria accumulate. Thorough and regular cleaning of the floor with a germicidal is necessary to clean and destroy this odor-producing bacteria.

(4) Inspect.

WINDOW CLEANING

Cleaning windows normally means just removing a film which often can be done with clear water. Under some conditions, such as those found in the consessions area in the drive-in theatre, the use of a good window cleaner can greatly speed the removal of smoke, grease, and other stubborn dirt.

Windows should not be cleaned in the sun as they will dry too quickly. When wash-

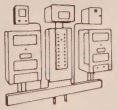
(*Continued on page* 46)

$10,000 worth of equipment for less than $50.00 per week

COMPLETE THEATRE EQUIPMENT

LEASING

A jet age idea in financing new theatres . . . remodeling or replacing outmoded equipment. Ballantyne's Leasing Program enables you to obtain equipment without stretching your present funds and without depleting your operating capital. You can offer the advantages of the latest technological developments in theatre equipment on a *pay as you profit plan.*



CONSERVE YOUR CASH BY INTELLIGENT LEASING

- Soundheads
- Lamps
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- Carpets
- In-a-car Speakers
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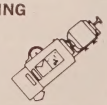

Ballantyne

INSTRUMENTS AND ELECTRONICS, INC.

1712 Jackson Street Omaha 2, Nebraska

(*Continued from page* 45)

ing windows, begin on the outside and follow with the inside.

Dip a sponge or brush into the pail with cleaning solution and shake off excess. Apply wet sponge or brush to surface of the window working up, down, and across the glass to remove and loosen dirt. Remove liquid and loosened dirt with a squeegee or chamois following a systematic pattern from top to bottom of pane. Keep chamois and squegees clean by frequently rinsing or wiping.

OTHER THAN FLOORS

The maintenance man should follow certain basic safety rules when performing any type of cleaning or repair operation. He should always check placement of ladders, never using a ladder for a kind of job it was not designed to do. He should carefully empty receptacles to avoid being cut by hidden glass, etc. Always disconnect fans before attempting to clean or dust them. Not raise more dust than necessary, using properly treated dust mops or cloths. Use adequate lighting on the job. Avoid strain when lifting heavy objects. Not block safety exits with equipment. Check electrical equipment regularly for defective cord, plugs, etc. Know the capacity of circuits before connecting any electrical equipment to outlets. Be sure equipment switches are in the off position before connecting them up to outlets. Not store treated cloths or mops where ventilation is inadequate. Keep greasy or oily rags in closed metal containers until they can be safely disposed of. Handle and store inflammable materials in accordance with fire regulations.

If surfaces in the theatre washroom are kept clean and germ free, there will be no need to use heavy, offensive 'cover-up' disinfectants. Nowhere in any public building is maintenance more important than in the rest room areas.

CARE OF EQUIPMENT

Good equipment is necessary to do a good job of building maintenance. And your outlay for good equipment should be protected by proper care on the part of the employee. A few rules can keep maintenance equipment in good condition and ready to do the best job for you:

(1) Rinse out mops immediately after use, and hang up to dry.

(2) Label separate mops for "Cleaner" "Rinse" and "Wax" and do not interchange.

(3) Rinse out mop buckets and vacs after each use.

(4) Periodically comb out lint and threads from push brooms.

(5) Don't store push brooms on bristles. Hang them up.

(6) Change sweeping cloths or dust mop heads frequently.

(7) Keep floor machines and vacs clean—wiping after each use.

(8) Always remove brushes from floor machines before storing. Hang up brushes.

(9) Empty sweeper dust bags frequently to avoid overloading.

CARPETING

The ground rule for treating stains on all types of surfaces is to get up the excess spillage as soon as possible. This is especially true where carpeting is concerned, since spots "fix" and become increasingly difficult to eradicate as drying occurs. Some types of stains will best be removed with cold water or a cold solution of water and a good general cleaner. Others should be treated with warm solutions. For beverage spots, Johnson's maintenance specialists recommend a weak solution of one of their proven commercial cleaners and water, followed by a good rinsing. For blood stains, sponging with a cold solution of cleaner and water, followed by rinsing. Candy spots should be scraped with a

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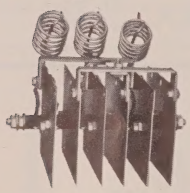

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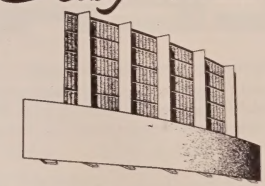

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dull knife and then sponged with a warm solution of cleaner and rinsed. Neptha is effective on chewing gum, after the excess gum has been removed by scraping. Chocolate should be cleaned up with a lukewarm solution of cleaner and rinsed.

If cigarette burns char only the top fibres of a rug, trim the surface with sharp shears. After blackened ends of the tufts have been removed, wash spot with cleaner solution and rinse well. If carpet is charred severely, call on a professional carpet repairman.

Fresh coffee stains should be cleaned with a solution of cleaner and rinsed. For old stains, lather on a paste of egg yolk in warm water with a few drops of alcohol. Rinse with clear water. If oily spot remains from cream, use dry cleaning fluid. Cream, ice cream, and milk stains require placing a pan under stained part of the rug, if possible. Pour hot water over the stain and allow to soak. Remove traces with a cloth and hot water. Finish with dry cleaning fluid. Permanent ink stains are treated in a similar fashion. Using a pan under the spot, pour milk on the stain and allow it to soak through. Follow with a warm solution of cleaner and finish with a dry cleaner.

YOUR MAINTENANCE DOLLAR

You needn't be a maintenance expert to see misuse in your budget. A walking tour through your theatre will point up the obvious areas where maintenance dollars are being wasted. Noticeable untidiness in any part of the theatre means something is wrong with either your equipment or your staff. Work habits should be neat and orderly. The maintenance program, to be really effective, should operate on a standardized, routine schedule.

It is the cost of labor—not the cost of products and equipment—that takes the lion's share of your maintenance budget. But the quality and types of products and equipment used greately effect the efficiency of your work force. Based on this, it is difficult to visualize dramatic savings brought about by "bargain" products. If you buy maintenance products primarily on the basis of price, the potential loss is wasted man hours could easily equal 10 to 20 times the price of the most expensive product marketed. In the end, the "savings" made in purchasing can be more than lost in the maintenance program. It isn't necessary to buy the most expensive products, simply to apply value analysis to these types of purchasing, since the products and equipment have such a direct bearing on labor costs. With a smaller labor force, it means that time lost due to inferior equipment and products is time taken away from other necessary work, resulting in a maintenance program that is "always behind."

To make maintenance personnel more efficient, to make their job easier, to improve the appearance of your theatre—calls for using the finest quality products, and using them correctly. There are no product shortcuts. Product knowledge, and above all proper training in the corect use of poducts, is essential to any realistic cost-cutting maintenance program.

NOTE: Our thanks to the Service Products Division of Johnson's Wax for their help in bringing you this article. S. C. Johnson & Sons, Inc., Racine, Wisc., maintains a staff of professional maintenance specialists who may be consulted free of charge on difficult cleaning and institutional maintenance problems.

Fire Check List

Locate the nearest fire alarm box and know how to turn in an alarm. Post fire department and police telephone numbers in the boxoffice and manager's office.

Check fire-fighting equipment and fire extinguishers. See that they are charged and in good working condition at all times.

Keep basements, store rooms, paint lockers, dressing rooms and janitor's lockers clear of any accumulation of rubbish or other waste materials.

Use metal waste cans for oily rags, paint cloths, or other flammable materials. Keep paints and other combustibles in tightly closed cans.

Train employees in fire evacuation drill to avert panic should theatre have to be evacuated while occupied.

Here is what the doctor prescribes

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Reduce Insurance Costs Without Losing Protection

Insurance Executive Points The Way For Independents To Purchase Adequate Coverage At Lower Premiums

By Allen Previlleo
President
50-State Insurance Agency

■ From the aspect of insurance, I immediately take exception to the classification of individual, or independent theatre operators vs. the chains and drive-in threatres. There seems to be a connotation that there is a difference and therefore, they have to be handled on a different basis. This is partially true—and I stress partially, for a large operation can buy insurance at lower cost through volume. Naturally, if you purchase practically anything in large quantities, you anticipate a better deal—the old adage, "It's cheaper by the dozen"—but there is an excellent opportunity, in the insurance field, for an individual or independent theatre operator to fare well; based on two factors—1. Know-how, and 2. Experience.

I will attempt to provide the know-how. The experience is up to you.

There are three steps that I have recommended to theatre owners throughout the United States; and, without elaborating in great detail, they are:

1. **Selecting the agent or broker**
2. **Reduction of cost without disturbing your protection**
3. **Experience—that is claim experience and what it means to you.**

The Agent Or Broker

You are in the business of entertainment, and when you wish to promote or exploit a motion picture, you select an ad agency familiar with the handling of a theatre exhibitor's problems, or a campaign prepared by the ad agency representing the Motion Picture Company nationally. You certainly don't call your cousin Joe, who is the advertising business handling machine products. In the same vein, let cousin Joe, the insurance broker, write your home insurance and your personal automobile, but select an insurance man who knows the coverages a theatre requires, who knows the insurance companies that want theatre premiums, and most important, who knows where both of the above can be obtained at the lowest premiums.

Cost Reduction

Last year, in New Orleans, I had the privilege of addressing the Drive-In Theatre Owners of T.O.A., and I elaborated on the three methods available to reduce premium cost. I will merely reiterate the titles, but indicate to you that if you selected the experienced agent or broker, as described above, he should be familiar with them: or members can take advantage of T.O.A.'s service of providing this information, by writing to the National Headquarters in New York. The three methods of reducing premium are:

1. Consolidation of your policies and coverages wherever possible
2. Shifting from stock to mutual, or deviating companies
3. Self insurance—where possible

Claim Experience

Let's face it—we all love to collect insurance claims—after all, isn't that what insurance is for? Yes and no.

Insurance is purchased to obtain reimbursement for losses, but basically, insurance is for a serious hazard or catastrophe. If you "nickel and dime" the insurance company, you will show what is termed in the insurance business as a frequency, which requires claim adjustment expense and which causes the insurance company to say, "we don't want him, or them, as an industry."

Insurance companies are in business to make money, and, believe it or not, they would sooner remain with you after a large fire, than eight small claims in a given year: because your marquee was damaged through windstorm at $60 a throw. But, and most

(*Continued in next column*)

BEAUTY— *Constructed from vinyl links in your choice of 18 fade-resistant colors. Design can include a name.*

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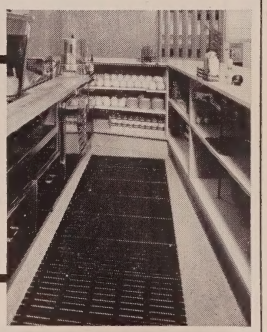

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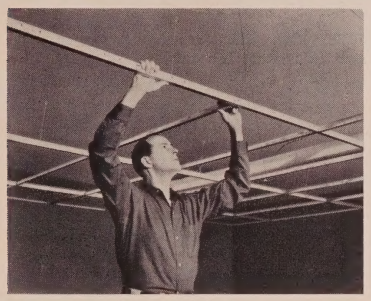
■ A totally new type of suspended ceiling system, incorporating lighting, fire-protection and acoustical control, has been developed by the Armstrong Cork Company.

Called the Armstrong Suspended Ceiling, the new system answers the need for an economical, easy-to-install, and completely incombustible "lay-in" type ceiling for many areas in the theatre. The system requires no



Suspended Ceiling

special installation equipment and is ideal for lowering high ceilings, or finishing off rooms where the presence of low-hanging pipes or ducts makes the tile installation impractical.

Available through standard building supply outlets, the system consists of only three basic elements: the ceiling panels themselves, the gridwork to support them, and a special type of luminous panel that can be incorporated into the grid to distribute light. All suspension members are made of high grade steel and are specially engineered for durability and ease of handling.

The supporting framework for the new ceiling is uniquely simple to install. Main runners are suspended from the existing ceiling structure at 4′ intervals, and the cross tees are merely snapped into place between them. A special wall molding provides support for the ceiling around the perimeter of the room. Since there is no cumbersome structural work involved, the entire ceiling can be put up neatly and efficiently while other interior finish operations are being completed.

The acoustical panels supplied with the system made of compressed mineral fiber and carry a "Closs-A Incombustible" rating—the first such panels to be made available through lumber and building materials outlets. The panels come in a choice of two sizes—2′ x 2′ and 2′ x 4′—and feature an attractive random perforated design together with a washable vinyl paint finish.

For installations where indirect lighting is desired, the system also includes a special corrugated translucent panel that can be installed anywhere in the ceiling to provide modern, glare-free illumination. The panels are lighted by a fluorescent tube installed directly above, and can be arranged in groups, alternating rows, or spotted among the acoustical panels, depending upon the specific lighting requirements of the room.

REDUCE INSURANCE COSTS •

important, what most theatre men don't realize is that if their experience is bad—they end up paying additional premium to keep their insurance in force—which, in actuality, means they are really paying for small claims themselves through premium.

Therefore, comply with the recommendations the insurance company sends you—like removing the combustible storage on the stage, or installing fire extinguishers—reduce your claims by Good Housekeeping—and you will assist the reduction of your own premium in the long run.

This is not theory—it's in practice.

In closing, I would like to convey a general attitude or approach to you, which should assist you on the overall basis in the handling of your insurance problems. For many years, most of us have had the idea that rates are rates, and that there was very little one could do about it, or; in fact, if the insurance company declined a risk, the exposure just couldn't be covered. **This is not true.**

There is a market for insurance as there is in any other field. Certainly, if one bank declines a mortgage application, it doesn't mean that a mortgage isn't available, and further, that by changing some of the original terms requested, the very bank that declined the application would reconsider it and approve it. In other words, the loan is negotiated.

By the same token, there is an insurance market; there are conditions that can be modified in the submission of your risk and there are insurance companies that will accept risks gratefully—that others decline. However, and most important, I am referring to top rated insurance companies that provide outstanding claim service. Of course, as stated, you must know where the market is and how to obtain it. There is no mystery to it. It's available. Take advantage of it.

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How The New IRS Regulations Affect The Theatreman

Questions And Answers On The New Tax Rules For Your Travel And Entertainment Expenses

By
Paul Lockwood

■ You will need to know and to understand the following rules to save tax dollars when you file your future income tax returns. Here are some questions and answers on the new rules issued by the Internal Revenue Service:

QUESTION: Are these the latest regulations?

ANSWER: Yes. These new rules are a revision of the regulations issued on Nov. 8, 1962. The first regulations issued brought out many complaints and at a hearing on Dec. 4, 1962, Commissioner Caplin announced that there would be some modifications. These new rules were unveiled on Dec. 28, 1962.

QUESTION: When do these new rules go into effect?

ANSWER: These new rules went into effect Jan. 1, 1963. However, because the time was so short between the release and the effective date, Commissioner Caplin has announced a grace period. All taxpayers will be given an automatic grace period to learn the new rules.

QUESTION: Is it possible to have longer than this grace period to comply?

ANSWER: Yes. If you have trouble adopting your accounting system to these new rules, you *may* be allowed until April 1, 1963 to make the changes. You will need to convince the Internal Revenue Service that you are acting as rapidly as possible to comply to get this extension.

QUESTION: What are the changes in these new rules from the old law?

ANSWER: In Oct. of 1962, Congress passed the Revenue Act of 1962 and Section 4 spelled out the law on travel and entertainment expenses. The major provision included in this section was that expenses for travel and entertainment must be substantiated by records.

Prior to the passing of this law you could estimate your tax-deductible travel and entertainment costs based on the 1930 Supreme Court decision in the George M. Cohan case. Now you must have adequate records to substantiate your income tax deductions.

The Internal Revenue Service in the first regulations and in its latest revision of these regulations, indicates what records must be maintained to claim these expenses as tax deductions.

QUESTION: What records must be kept?

ANSWER: The regulations say that you must make a record of your expenditures for travel and entertainment "contemporaneously." You do not need to make a note of the expense the minute you pay the dinner check, but you should make it the same or next day. Records made up from memory a month or six weeks after the event will be questioned by the Internal Revenue Service during an audit.

You can keep your records in a diary, a date book, a special travel expense account book, or on an ordinary sheet of paper or accounting voucher. The important thing to remember is that you must have records to back up your claims for deductions for travel and entertainment expenses.

QUESTION: What information must be included for travel expenses?

ANSWER: When you travel out-of-town on business, you should have a detailed record kept on a day-to-day basis of your expenses. You should list the amount you spend for meals, lodging, transportation, and other expenses. You should record the day of departure and return, the number of days spent on business, where you traveled, and list the business reason for the trip.

QUESTION: Must I account for every expenditure no matter how small?

ANSWER: No matter how small the out-of-pocket expense, you must have a record of this to be permitted to claim it as a business expense deduction on your income tax return. However, you can avoid this strict accounting if you limit your employees to not more than $25 per day for travel expenses.

QUESTION: Do I need receipts or can I depend on my diary to prove the cost?

ANSWER: The new rules are very specific in this respect. All claims for lodging must be backed up by receipts no matter what the amount. In other cases, there is a $25 cut-off point. Thus, if your expenditures are for less

(*Continued on page 63*)

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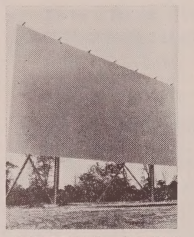

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2	12	22	32	42
3	13	23	33	43
4	14	24	34	44
5	15	25	35	45
6	16	26	36	46
7	17	27	37	47
8	18	28	38	48
9	19	29	39	
10	20	30	40	

Please send additional information on equipment or items written in below:

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NAME .....

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Want additional information on any of the following equipment, items or services?

Just write in the type of equipment on the adjacent reply card, fill in space provided for name and address, and mail. No postage required if mailed within the U.S.

ADVERTISING ACCESSORIES

Attraction Boards
Banners, Flags
Display Cases, Easels
Fireworks
Letters, Silhouette
Marquees
Marquee Letters
Poster Frames
Posters, Heralds
Signs
Trailers
Trailers, Special Announcement

AIR CONDITIONING

Air Conditioning Systems
Air Filters
Blowers
Diffusers
Fans

CONCESSIONS

Bags
Beverages
Beverage Dispenser, Fountain
Boxes
Bun Warmers
Butter Dispenser
Candy
Coffee
Coffeemaker
Chocolate Drink
Chocolate Drink Dispenser
Concession Stand
Concessionaire
Canned, Prepared Foods
Cups
Cup Dispenser
Display Cases
Food, Frozen
Food Preparation Equipment
Fountains
Gum
Hamburger Grills
Hot Dog Machines
Ice Cream
Ice Cream Cabinets
Ice Cream Dispensers
Ice Machines
Malt, Shake Machines
Nuts
Pizza Equipment & Supplies
Popcorn
Popcorn Seasoning
Popcorn Warmers
Popcorn Machines
Refrigeration Units
Shrimp Rolls
Soft Drinks
Snow Cones

COIN VENDING MACHINES

Candy Vender
Cigarette Vender
Coffee Vender
Coin Changers
Drink Vender, Cup
Gum Vender
Hot-Cold Cup Venders
Ice Cream Vender
Juice Vender
Milk Vender
Nut Vender
Popcorn Vender
Sandwich Vender

DECORATION FURNISHING

Carpets
Carpet Cushion
Curtains, Stage
Curtain Controls & Track
Decorators, Designers
Draperies
Drink Fountain
Fabrics, Wall
Flooring
Lounge Furniture
Mats, Rubber
Paint
Sand Urns
Stage Rigging
Tile
Traffic Control

HEATING

Fans
Furnaces
Heat Pumps
Humidifiers
Insulation, Thermal, Acoustic

LIGHTING

Aisle Light
Batteries
Color Wheels
Dimmers, Controls
Directional Signs
Emergency Light
Spot & Flood Lights
Switchboards
Transformers

MANAGEMENT

Theatre Forms and Systems, Personnel Training
Uniforms, Shirts

PROJECTION

Aperture Plates
Blowers, Lamphouse, Portole
Carbons
Carbon Saver
Changeover
Dowsers
Film Cabinets
Film Cement
Film Coolers
Film Magazines
Film Reels
Film Rewinders
Film Splicers
Lenses
Motor Generator
Projectors
Projection Arc Lamp
Projector Parts
Pedestals
Rectifiers
Reels
Reel End Signals
Reflectors
Rewinds
Rheostats
Screens
Sound Equipment
Sprockets
Television, Theatre
Transformers

SAFETY SUPPLIES

Door Hardware
Exit Devices
Fire Alarms
Fire Extinguisher
Fire Hose
Kick-Push Plates
Ladders

SANITARY SUPPLIES

Carpet Cleaners
Chrome Cleaners
Deodorants-Disinfectants
Floor Cleaners
Glass Cleaners
Hand Dryers
Mops—Brushes
Soap Dispenser
Upholstery Cleaner
Vacuum Cleaners

SEATING

Auditorium Seats
Drive-In Seating
Seat Covers
Seat Cushion
Seat Reconditioning
Upholstery Material

SOUND EQUIPMENT

Amplifiers
Inter-Coms
Exciter Lamps
Microphones
Pre-Amplifier Cabinet
Public Address System
Recording Equipment
Sound Equipment, Theatre
Sound Heads
Sound Service Companies

TICKET OFFICE

Admission Signs
Boxoffices
Cash Control Systems
Change Making Machines
Coin Sorters
Tickets
Ticket Boxes
Ticket Machines
Ticket Registers
Turnstiles

DRIVE-INS

Admission Control Systems
Attraction Lights
Benches
Directional Lights
Dust Control Systems
Fences
Fireworks
Floodlights
Insect Controls
Flares, Light
Heater, In-Car
Miniature Trains
Paint
Picnic Table
Playground Equipment, Rides
Pools, Swimming
Post Lights
Quarter Midget Racers
Ramp Lights
Screen Facing
Screen Paint
Screen Towers
Seats, Walk-In Patron
Speakers, In-Car
Speaker Cords
Speaker Cover
Speaker Posts
Speaker Repair
Sweepers
Underground Cable

BE SURE TO ADD YOUR NAME AND ADDRESS IN SPACE PROVIDED ON THE ATTACHED REPLY CARD.

Exterior Acrylic-Based Paint

Du Pont's New Exterior Paint Is Highly Blister Resistant

■ A vastly improved, blister-resistant exterior paint, based on the same plastics used in modern automobile finishes and promising greater durability than conventional oil-base paints, now is available for use over previously painted surfaces in sound condition.

Developed by DuPont chemists after nearly 10 years of research and introduced three years ago on a limited test basis for use over new or bare wood only, the improved "Lucite" acrylic paint is now also recommended for use on new or carfully cleaned masonry, brick, cement block and asbestos shingle siding. It's a water-emulsion type product which dries in minutes instead of hours.

Unlike oil-base paints, "Lucite" can be applied even over damp surfaces, which means that painting can be started earlier in the day or even shortly after a light rain. Its fast-drying characteristics permit recoating within two hours after the first application and reduce the pickup of insects or dust on the fresh paint during drying.

For the do-it-yourself painter, one of the biggest advantages of "Lucite" is its creamy nature and extreme ease of application. It has much less tendency than oil-base paints to drip, and tools can be washed clean in running water, rather than requiring soaking in turpentine or paint thinner. Spills also can be wiped up with a damp rag.

Outstanding elasticity, breathability of the plastic paint film, and slow erosion are the most important factors in durability of "Lucite." Laboratory tests indicate, for example, that an unsupported film of "Lucite" paint, even after the equivalent of six months' aging, can be stretched as much as 125 per cent before breaking or failing. Conventional oil-base house paints, under the same conditions, break after being stretched only 10 per cent.

Such elasticity, according to paint chemists, permits the paint film to expand and contract over a wide range of temperature conditions with minimum danger of cracking, even under the pressure of moisture migrating through the wood from the interior of the structure.

Erosion—a measure of the "wearing" effect of rain, snow, and wind on the paint film—is much less with "Lucite" paint than with high quality oil-base paints. In fact, Du Pont tests involving exposure of more than 30,000 test panels indicate that the rate of erosion of properly applied "Lucite" paint is about 20 per cent that of conventional controlled-chalking, or self-cleaning paints, and about 35 per cent of that encountered with chalk-resistant paints.

Du Pont paint chemists are quick to point out, however, that any top paint coat is only as good as the substrate on which it's coated.

Over new or bare wood properly treated with a base coat of Du Pont blister- resistant primer, "Lucite" acrylic paint resists blistering because the paint film "breathes," allowing any moisture from the inside to find its way out through the paint without causing a blister. Conventional oil-base paints, on the other hand, are virtually impenetrable, so that any moisture migrating through the wood is trapped behind the paint film, causing blistering, or film failure when the water pressure stretches the paint beyond its elastic strength. While "Lucite" exterior paint will not prevent formation of blisters behind an oil-base paint over which it's applied, its superior elasticity should prevent the blister from rupturing.

If new wood is mahogany, cedar, or redwood, a second coat of blister-resistant primer should be used prior to top-coating with "Lucite" paint in order to seal soluble dyes in the wood and prevent them from later bleeding into the paint and causing discoloration. The primer should be allowed to dry for two days before paint is applied over it.

Previously painted surfaces in sound condition can be repainted with "Lucite" paint without use of the primer formerly recommended.

When "Lucite" paint is to be applied over previously painted surfaces, the old paint should be washed down with a paint cleaner and then hosed with clear water to remove all traces of chalk, dirt, oil, or grease. Blistered areas should be scraped or sanded down to bare wood and well back from the immediate area of damage. A coat of Du Pont's blister-resistant primer should be applied over the freshly exposed wood. No over-all priming is required if the rest of the substrate is in sound condition.

You can also compound an effective paint cleaner by mixing a quart of household bleach (such as "Clorox" or "Purex"), one ounce of a synthetic detergent (such as "Tide," "All," "Oxydol," "Fab," or "Dash"), and three ounces of trisodium phosphate ("Soilax" or "Spic 'n Span," for example) in enough water to make one gallon of cleaning solution.

Two coats of "Lucite" are recommended for best results—and that's where the easy-spreading, fast-drying properties of "Lucite" make the job easier and faster.

Unlike oil-base paints, "Lucite" exterior paint can be applied without a primer over clean masonry surfaces, such as brick, concrete, stucco, block and even asphalt shingle, with either a brush or roller. New masonry should be allowed to cure for 30 days.

Masonry surfaces may be so porous that they soak up the water in the paint too rapidly. In such cases, the masonry should be dampened with water and the "Lucite" applied while the surface is still damp. Kalsomine, powdery cement-water paints, and whitewash must be removed completely by sandblasting or power wire-brushing from old masonry surfaces to assure good adhesion of "Lucite" paint. Best results will be attained if the wire-brushed surface is first coated with Du Pont masonry conditioner, followed by two coats of "Lucite" acrylic paint.

If You've Money to Burn, Please Don't Read This!

We've found Exhibitors with open minds but with eyes shut to warnings of falling BO. Experience has enabled us to see at a glance ONE important cause. Check this: Peep around at your seating. See whether seats are lumpy, upholstery torn, parts worn or missing. Actually, we find it simple, fast and very economical to correct this fault and watch business perk up! Want to talk it over? Why not TODAY?

NOW AVAILABLE
THE NEW "Urafoam" SEAT CUSHION

More durable, more comfortable, safer! Fire & moth resistant, won't lump, sag or discolor. Molded to "breathe" & may be cleaned. Priced reasonably. Ask for samples.

WRITE, WIRE OR PHONE CHapel 2-2561

MANUFACTURERS
Foam Rubber & Spring Cushions back and seat covers.

DISTRIBUTORS
Upholstery fabrics and general seating supplies.

THEATRE SEAT SERVICE CO.
A Division of
MASSEY SEATING CO.
100 Taylor Street
Nashville, Tennessee

• BRIGHTER LIGHT
• LONGER BURNING
• SHARPER PICTURE
Free Test Samples

Lorraine ORLUX Carbons
CARBONS INC., BOONTON, N. J.

• STEADIER LIGHT
• LESS ATTENTION
• PERFECT COLOR BALANCE
Free Carbon Chart

Merchandising For Profit-Conscious Theatremen

How To Use Important Point-Of-Sale Merchandising Aids To Full Advantage

■ The nation's producers of refreshment items of all kinds that have a place in the sales picture of the motion picture theatre have utilized their sales promotion staffs to develop very important point-of-sale merchandising aids that can be inavluable to exhibitors interested in increasing concession sales and profits.

Merchandising know-how, it has been widely recognized, is the key to the difference between average or below average, versus higher sales in concession selling. The theatreman who takes an active interest in the overall concessions operation in his theatre is aware of the lengths to which manufacturers of concession items go to make the job of **plus** selling that much easier.

At the onset of the business year, the advertising agency representing these manufacturers suppliers make announcements as to what the overall advertising themes for the various companies will be.

Then, from the basic copy themes, they create the kind of display materials seen on these pages. The wise theatreman knows that budgets for national advertising are designed to expose as many people as possible to the same basic selling mesages that are used on the promotional materials specially worked up for the theatre. Not to take advantage of such large-scale preselling efforts amounts to passing up an Academy Award winner in booking.

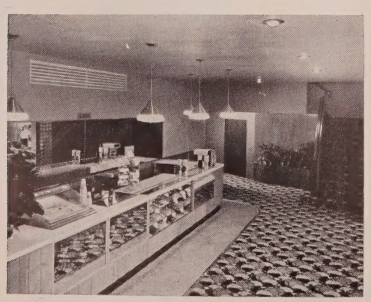
But good merchandising isn't simply plastering your back bar with every available size and kind of advertising poster—it is the sum of all of your efforts to influence the patron to buy. This includes the appearance of the stand itself, the appearance, attitude, and mannerisms of the concession workers, the range and condition of your stocks, prices, and so forth.

Conversely, every minus scored on a merchandising evaluation of your theatre's concession operation is a point scored for discouraging your patron buyers.

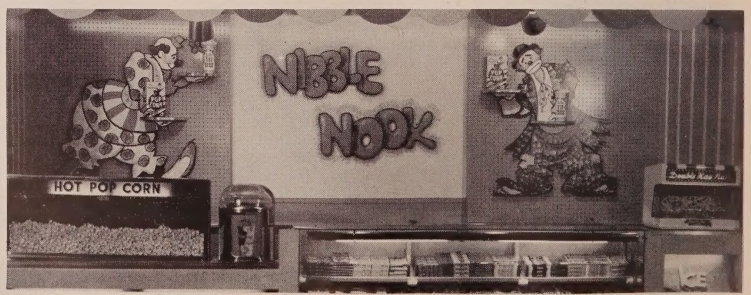
Thus, you begin improving merchandising concession articles by improving the environment in which they are sold. All of the point-of purchase materials, mobiles, lobby posters, screen trailers, signs, and back bar displays in the world won't help you sell from a dingy, dirty concessions area. An attractive, well-located, well light, and properly staffed concession stand is the prerequisite that must be met before you can capitalize on the materials we will discuss.

Likewise, you must be aware of the rules of good display, as most theatremen are, before other methods of merchandising will help sales. An example of ignoring what the sign calls attention to is the often used "sales leader." A retail store will advertise a special to lure patrons to the store, knowing well in advance that the loss-leader item is in short supply, or, in the case of more unscroupulous merchants, non-existant. Many a potential customer has responded to these type ads, only to arrive at a store which, say, advertised that women's suits of quality fabric would go on sale for one day at some unheard

This RKO Theatres' candy stand exemplifies the type of appearance, be it busy or sedate, that the indoor theatre's confection stand should present. Here, emphasis on modern appearance and dramatic lighting, make the stand.



In large theatres, such as the Beverly Hills Music Hall, spaciousness should mean large stocks and a wider variety.



This Berlo Vending installation at the Colony, Cleveland, utilizes simple pegboard on the back bar. Merchandising materials, new advertising copy, and seasonals can be put up with a minimum of trouble. Note the effective use of popular circus theme.

RC is the *goingest* cola because:

There's more profit per gallon!

Royal Crown Cola is the lowest priced, national cola brand. Of course, that means more profit for you. And check these additional advantages: *theater parties (write for details of 1500 successful promotions for kids)* *liberal jug return allowance* *leading cola, all flavors from one source* *local pick-up and delivery* *no shipping delays, low inventories* *local participation in promotions.* Add up the advantages – then add to your profits with RC, goingest cola of the leading three.

Royal Crown® Cola

COLUMBUS, GEORGIA

Other fine products of Royal Crown Cola Co.: Diet-Rite Cola, Nehi, Upper 10, Par-T-Pak.

(Continued from page 54)

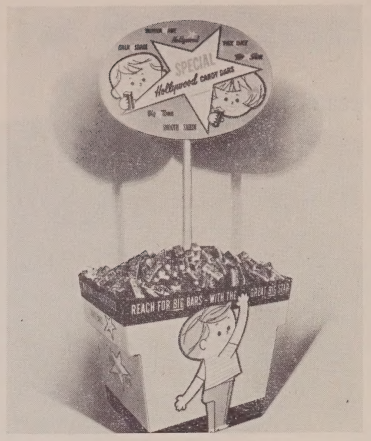
of price, and discover that only a few sizes were available, or that the garments were literally unwearable.

Learn from the Supermarkets

Be sure that you have the right spread of merchandise, or a wisely chosen variety. And there is no substitute for good inventory control; the only way you can assure a constant flow of fresh merchandise. Take a lesson from the supermarkets, and you will have half of the merchandising game won. Be sure that stock is displayed in sufficient quantity, and practice stock rotation. Following these two simple rules, provided your stand is reasonably attractive, well located, and well staffed, will insure you a fair share of prospective concession's profits. But these are only the minimum conditions which must be met, and we are concerned with those theatremen who are conscientious and ambitious enough to concern themselves with the "extras" of concessions merchandising.

Signs

One of the most common tools at your disposal, regarding this added merchandising effort, is the sign. Whether or not you make up the sign yourself with tempra, poster paint, or crayons on an old shirtboard, or use the most elaborate display from one of your suppliers, remember that signs, like advertising, call attention to themselves. See that they are effectively mounted and spaced so that they do not tend to cancel each other. As we have said, most of the manufacturers and suppliers of refreshmen items that have a place in theatre concessions sales have available, free of charge, attractive merchandising materials in the form of signs. These may call attention to a particular product, or, like those from the Popcorn Institute, be of an "institutional" nature, that is, promote an item such as popcorn or hot dogs regardless of brand. Many are concerned with "go-togethers," which we shall take up in greater details. But remember that all of them simply call your customer's attention to the article as it is displayed on, or in, your concession stand. See to it that both the sign and the displayed merchandise work towards the same end; encourageing the patron to buy.



New display bin from Hollywood Brands is an attractive, colorful merchandiser that holds eight bar cases of candy. The bin is yellow, deep brown, and red.

Drink dispensers, such as this gaily decorated Dr. Pepper dispenser, help pull with built-in "self-sell," by using eye-appeal in design considerations.

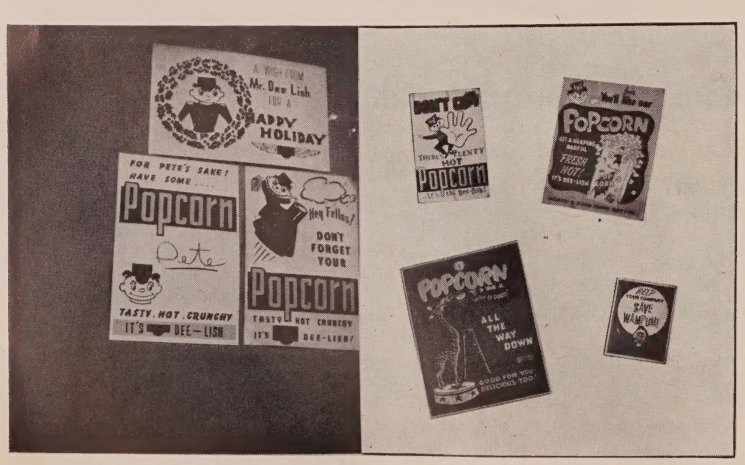
Back Bar Copy

One idea you might pick up from the photograph at the bottom of Page 54 is the use of perforated hardboard on your back bar wall. This makes an ideal mounting spot for both still and animated signs. Electrical wiring can be dropped behind the stand through one of the holes in the pegboard to give the animated sign a built-in look, and static posters and display materials can be changed with increased frequency without the dangers of pulling paint from the walls where posters have been taped, or worse, driving tacks or nails into woodwork or wall surfaces.

Gimmicks

One of the most successful methods of merchandising concession items can be the use of gimmicks. The theatreman has at his disposal unlimited variations of tried gimmicks, many of which can dramatically hike lagging sales. The kiddies are most susceptible to this form of sell, and many of the proven stunts are aimed at them. The popcorn box, for instance, can be a Pandora's box of gimmicks. Theatremen have stuffed them, stamped them with lucky numbers and lucky stars, put free passes in them, redeemed ten of them at the boxoffice for a free ticket, and so on.

Indeed, the varieties of promotion are legion. Even the screen provides a valuable medium, through the use of colorful and entertaining trailers designed to stimulate concession sales. Naturally, the drive-in is the perfect spot for such activity, and trailers tell refreshment-minded patrons a tasty story of food and drink during intermission periods.



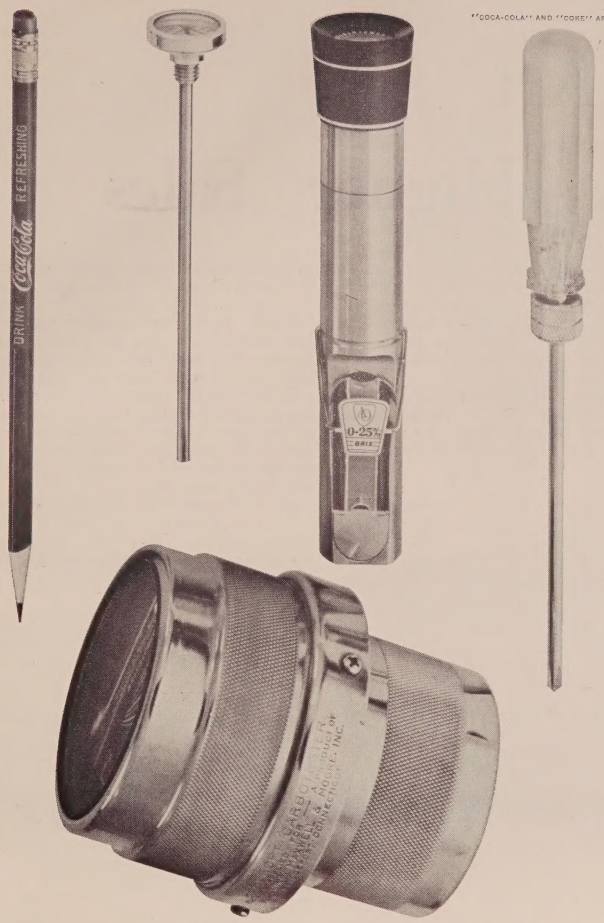
As part of its merchandising approach, Berlo Vending has developed these, and other, back bar posters for use in theatre confection selling. Back bar point-of-purchase selling aids are available from all of the merchandising-conscious confectioners, and can be a vital factor in stand promotion of featured items.

Holiday Promotions

Another natural tie-in, and one which indoor and drive-in theatres can take advantage of with equal success, is the holiday promotion. Let's face it, every week has been dedicated to something in our date-happy land. The enterprising showman need not be limited by Christmas, Thanksgiving, Hallowe'en, Valentine's Day, etc. He also has at his disposal such fabulous national celebrations as doughnut week, Drink More Milk Week, Potato Week, and a host of others. The calendar in its entirety is at his disposal, and there is no end to the colorful and highly profitable promotions that can be conceived. If you don't know what week it is, invent one. No one will care, and the showman will garner laughs and good will, as well as extra profits dividends.

The world of merchandising is a wild and wonderful world and there is a highly tangible pot of gold at the end of the imaginative rainbow. Motion pictures deal in celluloid dreams. Why should the exhibitor's concession operation be less colorful?

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.



These are the tools of a specialist. He uses them to solve problems.... quality control problems in soft drink dispensing for men like yourself.

That's not all. He can advise you on industry trends, new equipment, and modern merchandising methods. He's a Special Representative of The Coca-Cola Company. A man trained to give you on-the-spot services. And all this is yours...for the price of a phone call.

Display Art . . . *builds* Higher Sales

While, no doubt, the thoughtfully planned and beautifully lithographed display materials of the large suppliers and manufacturers will fill most of your concession merchandising needs, you may, for one reason or another, require special material which must be made up to order.

Say, for instance, you are planning a Holowe'en matinee and want to herald special items that will be available for the performance. Or if you have thought of a novel tie-in linking one particular concession stand item to a picture you plan to play. Using specially prepared materials in advance can bring off the day. Follow the examples set by those with the merchandising know-how. Bold and bouncy copy with good color contrast is a must. If you **must** letter your signs yourself, pick up what is called a lettering guide. Using the guide's spacing, trace out your message on transparent tissue. Blacken the reverse side of the tissue and retrace over the letters on the actual sign or poster. Fill in and you have a neat job.

But for the most part, the prepared materials are the workhorses of the theatre's merchandising program. They have been prepared by experts to do a selling job, and will, if you let them.

BOUNCY Back bar art developed by Orange Crush in gay colors spotlights the Crush and Popcorn tie-in. Red light in nose of clown is signmanship plus, that will prove a sure-fire draw, especially to the kiddies.

ACTIVE For drive-in theatres, Coke offers familiar "Co-Star" merchandising aid plugging Coke and Pizza. The catchy "Nothing Beatsa . . . Coke and Pizza" line accentuates the 'active'.

GIMMICKS Popcorn and Pepsi streamer over center of the back bar makes drink 'n Popcorn hard to miss. Gimmick is star on popcorn box entitling patron to free refill. Note use of seasonal display from Pepsi-Cola.

LIVEN The back bar and counter deserves a periodic face-lift by changing and revising ad materials. Seen is one of the nine different food tie-ins worked up by the Coca-Cola Co.

PITCH For higher profits, why try for single sales, when "natural" go-togethers can be easily promoted. Here, Flavos shrimp rolls are tied-in with drinks in this back bar display using the Flavos' familiar character.

"PEPSI-COLA" AND "PEPSI" ARE TRADE-MARKS OF PEPSI-COLA COMPANY, REG. U. S. PAT. OFF. © 1963: PEPSI-COLA COMPANY

Now it's Pepsi—*UP FRONT EVERYWHERE*

TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front . . . display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.

PEPSI-COLA

MERCHANDISING •

(Continued)

One of the biggest boons to the drive-in concession operation has been the recent emphasis, both in point-of-sale and national advertising, on relating different food items as go-togethers.

This has met with success in the drive-ins mostly because the concession business there is geared to serving the patron a small, but complete meal. The burger and cup of coffee, or the hot dog and drink are traditional roadside quickies, and drink manufacturers and bottlers have recognized the opportunity for merchandising the food & drink items as an integral package.

Many of the back bar materials are complete, leaving the theatreman little more to do than fill in the combination price and sell.

In the indoor theatre, the drink and popcorn pitch has met with the same success. Both high profit items, they should be promoted to the hilt by the theatreman interested in getting the maximum profit from his stand.

Be it indoor or outdoor theatre, good merchandising can, and does make the difference between effortless selling that yields light returns and the selling effort that pays strongly in extra profits.

While food items are the foundation on which the extra profits operation is built, the showman can also utilize his concession know-how in other ways. Very often, a picture will suggest a natural promotion for some novelty items. A musical film could afford the opportunity to sell record albums or sheet music. A Disney adventure will provide an excellent chance to sell some of the many novelty items available through merchandising tieins with the Disney organization.

It should also be kept in mind that the concession stand is not the only possible location for the extra profits operation. Sometimes a properly decorated booth in another corner of the lobby can stimulate considerable action, particularly among the youngsters or the parents who can't resist buying junior a present. It could be a comic book, a novelty toy, or any of a host of other items. Display it properly and sell it hard—this is the secret that every showman should know instinctively.

Put a costume on an usher or usherette, and they can become top salesmen. The amount of extra work and preparation involved will be more than made up by the increase in concession revenue.

With a captive audience in an entertainment-minded mood (we hope) thanks to a top screen offering, the theatre can become a point of sale for a great deal more than the bar of candy and soft drink. Again, it's all in the effort expended at the theatre level.

Royal Crown Cooler is awarded to attending youngster at Royal Crown Theatre Party at the Paramount, Texarkana, Tex. Shows help promote both ticket and stand sales.

Fun Spot specials feature "Drink and Burger" "Drink and Dog" and "Drink and Popcorn" tie-ins, with space for two-item prices. An easy way to "double" your money!

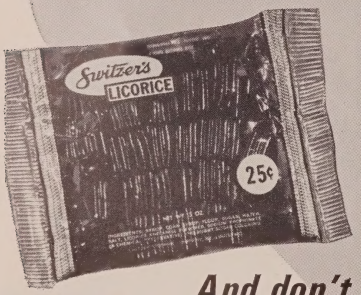
BAGS OF BITES

Old Fashioned Licorice

■■ and Cherry Red ■■

Here's the latest in profits from Switzer's. Compact, fast-moving.

PROFIT MARGIN OVER 50%



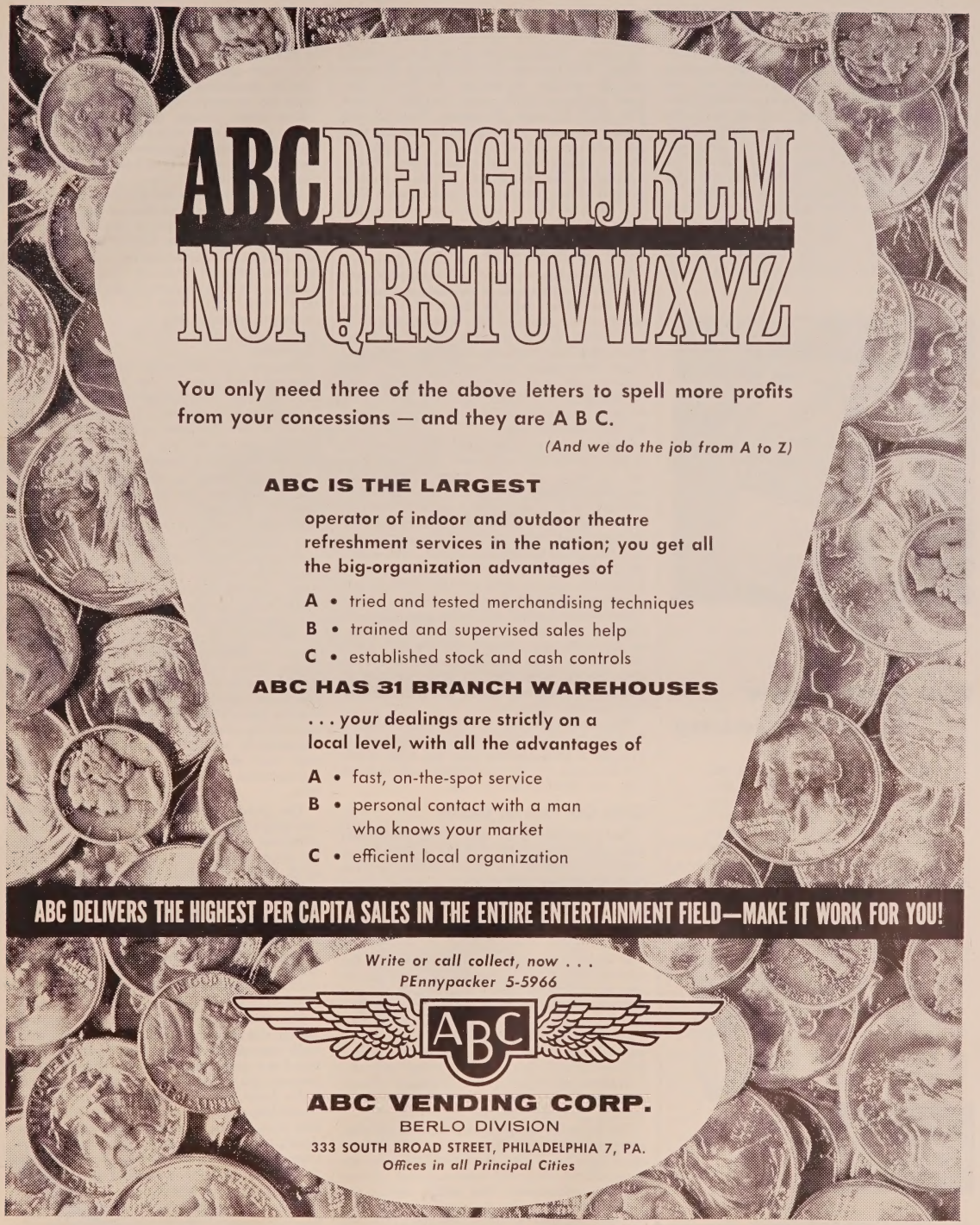
And don't forget our 10¢ and 15¢ bars

write

Switzer's LICORICE

St. Louis 2, Mo.

The final product of an effective theatre merchandising program is a stand, such as this Berlo Vending stand, with obvious customer appeal. Back bar promotions are allocated space, and display of merchandise used to full advantageto entice patrons to make a purchase as they pass on their way into the auditorium.


ABCDEFGHIJKLM
NOPQRSTUVWXYZ
You only need three of the above letters to spell more profits from your concessions — and they are A B C.
(And we do the job from A to Z)
ABC IS THE LARGEST
operator of indoor and outdoor theatre refreshment services in the nation; you get all the big-organization advantages of
A • tried and tested merchandising techniques
B • trained and supervised sales help
C • established stock and cash controls
ABC HAS 31 BRANCH WAREHOUSES
. . . your dealings are strictly on a local level, with all the advantages of
A • fast, on-the-spot service
B • personal contact with a man who knows your market
C • efficient local organization
ABC DELIVERS THE HIGHEST PER CAPITA SALES IN THE ENTIRE ENTERTAINMENT FIELD—MAKE IT WORK FOR YOU!
Write or call collect, now . . .
PEnnypacker 5-5966
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MODERN MOTEL SET FOR PHILA. MARINA

(Continued from page 30)

boaters, fishermen and water sports enthusiasts will save hours of driving time to shore resorts. Boat owners of the area will be able to enjoy many more hours aboard their craft whether it be sailing, cruising the areas many creeks and rivers, or just puttering or entertaining guests aboard ship or using the yacht club facilities," said Klein. "It will be the birth of a new era for thousands of local residents unable to commute to the shore."

The new Delaware Expressway will pass the site with exit ramps at either extremity of the property. The new short route to connect the Pennsylvania Turnpike and the present Industrial Highway terminating near Essington, which is now in its final planning stages, will by-pass the Schuylkill Expressway for quicker driving to the Marina City from suburban points along its right of way. The Walt Whitman, Benjamin Franklin and Tacony-Palmyra Bridges, when linked with the Delaware Expressway, will bring this site within minutes for many Jerseyites. When completed, the project will create a sizeable amount of new employment in Delaware Valley. It is certain to become not only a local but a national landmark.

Need For More Slips

The yacht basin proper will occupy 20 acres and the dredging, which should commence in the near future, calls for the removal of over 600,000 cubic yards of fill. Dredging will be handled by the U. S. Army Corps of Engineers who have recently completed a detailed study determining the amount to be dredged and procedures to be used. The basin will be dredged to a minimum of 8 feet below mean low tide, which will more than suffice for any pleasure craft.

There are more than 72,000 pleasure boats in the Philadelphia area and only 21000 slips and moorings for their crafts. The marina corporation states there is need for many more slips and only a part of that need will be met upon completion. Klein said, "The request for slips has been huge and we expect a waiting list well before the Marina is open. The existing shortage of slips has hindered the sale of boats and related services and marinas are definitely beneficial to city growth."

The modern motel will be geared to handle business meetings as well as transient and vacation clientele. Guests will be afforded a view of the basin, movie theatre, freighters from distant ports, and all types of aircraft landing and taking off at the Philadelphia International Airport.

The yacht club will have a membership of 600 persons who along with their membership will get a free parking area for their automobiles, use of the swimming and cabana club, and first choice of slip.

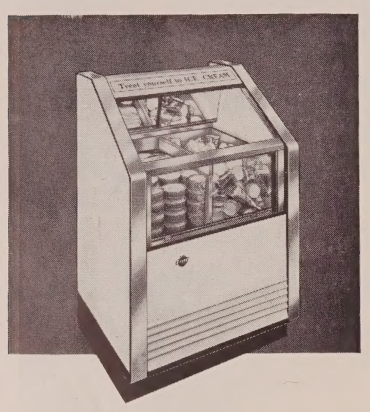
Cable Car View of Harbor

Reciprocal relations are being established with other Marinas throughout the country in order to develop additional traffic on the Delaware River and familiarize out-of-town boaters with the redevelopment program and the many pleasure, commercial and historic facilities available in and around the City of Philadelphia.

A large charter boat will be available for private fishing parties as well as small business meetings, and there will be inboard and outboard boats for hourly, daily and weekly rental.

Fort Mifflin, a Revolutionary and Civil War site, is close to the Marina and it is hoped to develop easy access between the two with a modern cable car system offering visitors a view of the Philadelphia harbor from a vantage point high in the air.

The principal responsibility of Philadelphia Marina, Inc., organized as a non-profit corporation, is to build the basin and determine the organizations who will construct and operate all land concessions. The entire cost of the project will be borne by the lessee and the development with all improvements to become the property of the City of Philadelphia in 30 years.



The first show is in the lobby

Movies are better than ever. So are the appetites of the people who enjoy them. That's where your ice cream novelties get into the act. Especially when they have a 4-star display in a Bally Case. Gleaming Porcelain finish gives real showmanship to your products. Whether it's in theatre lobbies or in drive-in refreshment counters, the result is the same in both places . . . increased ice cream sales.

Model TI-30 above for theatre lobbies, 30" long, Approx. 875 novelties.

Model TI-43 to right for drive-ins, 43" long, Approx. 1194 novelties.

Bally

Bally Case and Cooler, Inc.
Bally, Pennsylvania

BARONET • CORONET

(Continued from page 11)

at the top of the "V's." There are also two wall-wash downlights to throw six-foot high, evenly distributed light bands on the two walls, to properly illuminate the art work.

The entire theatre building is air conditioned and zoned so that the auditorium, foyer and lounges are independently controlled and temperature regulated to accommodate various occupancies.

There are five high and low frequency horns on the platform behind the contour screen to accommodate all types of available sound.

The vestibule of the Baronet is also specially designed. On the curved east wall there is a hand-painted mural in reds and gold, to form a vivid background for the circular ticket desk. The west wall is of gold leaf patina on canvas. The floor is of white and gold mosaic vinyl tile, by Robbins, called "Celebrity."

Entrance to the inner lobby is gained through wide doors. The lobby floor is of LaScala red, the color which dominates throughout, in contrast to the blues and golds in the Coronet. The walls are of LaScala red on one side, and gold and white in a non-repetitive design.

The auditorium is decorated in red and white. All seats are finished in white vinyl, and red tapestry covers the walls. The red carpeting, which carries a crown design, is not only in the aisles but also under all seats.

From the inner lobby the patron can turn either left into the theatre auditorium, or go down a flight of stairs into the lounge, in which coffee is also served, and from which the rest rooms are reached. The lounge carpeting is red. The west wall is a hand painted mural in simple rhythmic abstract design in grey. Other walls are in "Patino with Pattern" in warm beige tones. The flower settees, champagne-glass-shaped Lavenne chairs, and marble stem tables combine to give a rich and comfortable decor to the room. Coffee is prepared in a recess on the Dwyer kitchen unit with two electric ranges, plus counter refrigeration and a sink and overhead cabinets.

The powder room has white carpeting, champagne formica counters and mirrors, and plexiglas chairs. The ladies' rest room walls are pink and grey, with the private dressing room tables with built-in lavatories in each compartment—a feature seldom seen in this country.

The striking facade of the twin theatres is bold and simple in its composition. The upper wall is faced in wide alternate stripes of black and white porcelain panels. The lower elements are puncturated with blue pearl granite panels.

The thin canopy marquee across approximately the entire width of the front and sidewalk separates the upper wall from the lower in a 3 to 1 proportion, creating a pleasing space pattern. In the marquee canopy deck floodlights have been installed to illuminate gold script letter "Baronet" and "Cornet" in five-foot high letters, decorated with gold crowns. Apart from the Coronet's "air curtain" entrance, ten heating panels have been built into the canopy soffit to protect waiting patrons from outside cold weather.

Both theatres set new standards for patron comfort, unusual decor, and comfortable surroundings, all designed to make theatre-going an event for the patron.

CENTURY'S NEW DIRECT DRIVE PROJECTOR

(*Continued from page 37*)

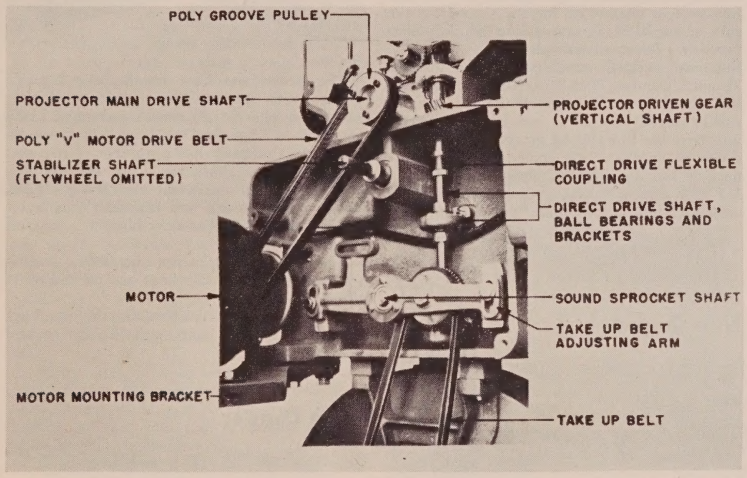
operation to 35mm operation. The whole film trap with the shoes is removable from the projector by the simple means of sliding it out and sliding another one in its plaoe.

In the new 70mm-35mm projector are the new methods of drive including the multiple Vee Belt. Interlocks for 3-D or separate sound heads (dummy heads) are easily attached. As a matter of fact, mounting holes are already prepared for mounting interlock motors on the projector.

Double shutters are included as standard equipment for increased light output. Single shutters may also be used where desired.

In addition to the above new equipment which has been made available to the motion picture industry, there has been many new applications special projectors and sound reproducers. Among these, of course, are the recent additions to the Cinerama Theatres creating a demand for Cinerama projectors. There have also been installations of "special" projection and sound equipment for review rooms, private theatres, etc. including such outstanding examples as the installation of complete 70mm-35mm Model JJ-2 projection and all-transisitor 6-4-1 channel sound reproduction with interlocked separate sound reproducers in the theatre of the Motion Picture Association in Washington, D. C. whose President is Eric Johnston.

Century Projector Corporation appreciates the wonderful cooperation they have received from their many friends in the Industry who have contributed so much to make these advancements and developments possible.



New Century gear arrangement steps down 1765 RPM of the projector motor to 360 RPM at the sprockets via poly "V" belt, seen in the above photo, and direct drive flexible coupling.

BI-POWR •

(*Continued from page 40*)

cost, but also costs less to install as it is necessary to run only one service line instead of the customary two.

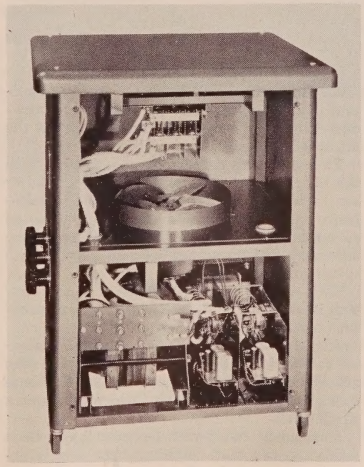
The case has a durable air-dried Hanaloid finish. The overall size of the case of the 135 and 160 ampere models is 22⅛" x 25⅛" x 37" high and the cover measures 25⅜" x 28⅜". The 85 and 105 ampere models 21½" x 21" x 36⅛" high and the cover 23" x 23".

Easily removable panels facilitate entry into the power supply and a drip-proof cover, with quarter-turn fasteners, permits ease of cleaning. High temperature solder is used throughout. The top of the case is solid. There is no danger of anything falling on the equipment and damaging the units.

The weight of the 60-85 ampere model and 75-105 ampere model, 316 pounds; the 90-135 ampere model and 120-160 ampere model, 336 pounds.

Compact of design, the Bi-Powr requires one-third to one-half less floor space than other equipment of comparable power rating.

The legs are fitted with large casters which make for extreme ease of portability. Remote control is an optional feature.



Strong Bi-Powr Rectifier with entry panel removed shows compact design and large casters on cabinet which permit easy moving. Cabinet stands 37" high.

IRS REGULATIONS •

(*Continued from page 50*)

than $25, you do not need a receipt.

For instance, if you make several trips by taxi and the total cost is $35, you do not need a receipt unless one taxi fare was more than $25. Or, buying cocktails for $10 and dinner for $20 do not need to be backed up by a receipt unless they were included on the same bill for $30.

QUESTION: Is it necessary to include confidential information on the records of the "business reason" for the trip or entertainment?

ANSWER: This was one of the points that lead to complaints after the first regulations were issued. The new rules say that you do not have to record confidential information on your expense statements. However, you must have this information available for the Internal Revenue Service if necessary when conducting an audit of your income tax return.

QUESTION: What records must be maintained for entertainment expenses?

ANSWER: You will need to keep records that show the cost, the date, the place, the type of entertainment, the names of people entertained, and the business reasons for the entertainment. You will need receipts for all expenses over $25 excluding tips. Tips can be listed separately or included in the cost of the dinner if you prefer.

QUESTION: Can expenses for pleasure facilities be deducted?

ANSWER: This part of Section 4 of the Revenue Act of 1962 covers the use of yachts, hunting lodges, and swimming pools for business entertaining. The Internal Revenue Service has included questions on these pleasure facilities on income tax returns in recent years to highlight this type of deduction.

Section 4 requires that pleasure facilities must be used for business more than 50% of the time. If your hunting lodge is used 40% for business entertaining and 60% for personal pleasure, you cannot claim any deduction. If you use it 60% for business entertaining, then you are permitted to deduct only the 60% of the cost as a business expense.

QUESTION: Are club dues deductible?

ANSWER: Membership fees for business and professional organizations are still included as income tax deductions. It is not hard to show this expense directly related to your business.

Dues for social clubs, however, are in a different area. These expenses must pass the test of being "directly related to the active conduct of your business" to qualify for a legitimate income tax deduction.

QUESTION: Are business gifts deductible?

ANSWER: There has been some confusion on this point. The new rule has set a $25 limit on business gifts. This is not per gift, but a limit of $25 per recipient. You will need to keep records of who and when on all gifts so this expense can count as an income tax deduction.

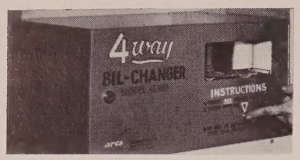
QUESTION: How long must these records be retained?

ANSWER: You will need to keep your records for at least three years on all travel and entertainment expenses. Your income tax return is subject to audit for this period

New Products Review

Some Thumbnail Descriptions of Selected Products Which Have Interesting Possibilities for Theatres

Bill Changer



A low-cost, automatic dollar bill identifier, introduced by Arcs Industries, Inc., is expected to permit theatre owners to simplify and, at the same time, gain greater profits from their current concession operations.

Called the Bil-Changer, the fully automatic unit requires no manual handling or supervision making it possible for customers to obtain change of a dollar bill during hours when concession stands are closed. Use of the new machine, therefore, eliminates the necessity for patrons to leave the theatre during show hours to get change from the box office cashier.

The unit may be quickly linked to any existing electric vending machine or coin changer to convert the coin machine into one that accommodates dollar bills. The usefulness of these machines is thereby greatly extended, yet the new Bil-Changer in no way interferes with their normal change making capabilities under the dollar range.

Another special feature of the changer is its ability to activate several electric vending machines simultaneously allowing theatre owners to add to their current number of vending machines without increasing their supervisory staff.

Heavy-Duty Treads

Thousands of diamond-hard abrasive minerals are bonded into the Super Stairmaster safety tread. The resulting wearing qualities surpass that of concrete, stone, marble, and other types of stair materials, providing a permanent solution to stairway reduty base of heat-treated pairs and maintenance.

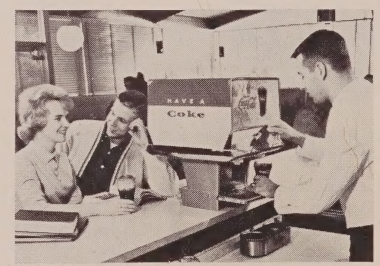
The tread has a heavy-extruded aluminum. It is 9" wide (deep) overall and available in any length up to 12'0" in one piece. Longer lengths are furnished in multiple sections. Various square edge and bevel edge sections can be used to fill out landing areas where more than a 9" tread is required.

It is easily installed over any type of stairway construction, interior or exterior. The necessary fasteners, leveling compound, for badly worn stairs, and adhesive when required are furnished in a package for quick easy installation.

New Softserver

A compact, low-priced, easy-to-operate Sweden Freezer "500" SoftServer and "501" ShakeMaker have been developed for the operator with minimum ice cream requirements. The tiny "500" and "501" SoftServer is designed to adequately meet and surpass the ice cream needs of 43% of the ice cream buying restaurants in the nation, yet will pay for itself in the profits for one year from the sale of as little as one gallon of Soft-Serv per day. Its small size also makes it one of the most versatile machines on the market. Measuring only 17" x 20" x 19", the machine will fit the smallest installation or can be easily moved about. It can be incorporated into portable units to be moved from one location to another. Air cooled, the only connection the machine requires is a source of 115 volt current. Despite the low price, the unit contains quality construction features.

New Dispenser



A compact, economical two-drink fountain dispenser has been perfected and introduced by the Coca-Cola Company, called the Multiplex Meteor.

Two different drinks can be served with the dispenser. Besides Coke, the retailer can serve any other beverage he needs—plain or carbonated. An exclusive, patented syrup pressure control and capillary insure accurate portion and quality control over both syrup and water.

With the emphasis on flexibility, the new unit is available to fit either a gravity or pressure system.

The Meteor has a high-impact implex plastic cabinet only 18 inches wide overall. The actual counter space occupied by the base is a scant 10 inches, very little more than a single unit.

A number of special features have been built into the unit. Among them are: interchangeable merchandising end panels, two separate ice refrigerating cooling units—one for each drink and bonded foam insulation to minimize ice consumption.

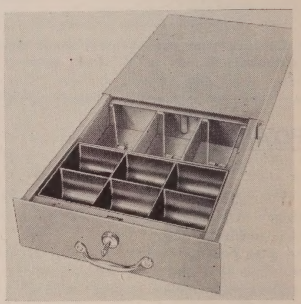
Bag O' Bites

The latest item from the Switzer Licorice Company is the new 5-oz. cello bag of bites (in either cherry red or old-fashioned black licorice). According to Switzer's management, the Company has a number of requests for a bag that would retail for 25c and was compact enough for vend and theatre sales. After a limited test and unusual acceptance, the new bag item has now become a regular production item.

The profit margin on the 5-oz. bag is exceedingly good. The bags are packed 60 to the case.

Switzer bites are also available in 8-oz. bags and 4-5 lb. bulk bags — both licorice and cherry red.

Cash Drawer



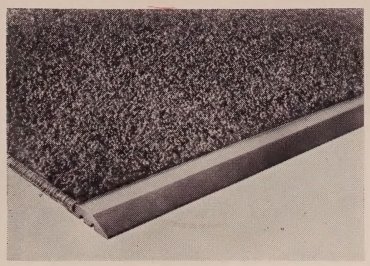
A new, all steel cash drawer with removable plastic coin tray has been made available by the Indiana Cash Drawer Co.

Called the W-1, the model features a high grade, disc tumbler spring bolt lock, with a key that can only be removed when the drawer is locked. A large warning going rings when the drawer is opened.

For smooth operation, the drawer moves on four roller bearings. Extra currency or tickets may be stored in space beneath the removable tray.

The coin tray is divided into six compartments, each 3¼ by 2⅝. Hinged bill weights are providde in the rear compartment for currency or tickets. Grey baked enamel finish. Overall dimensions: 12⅞ wide by 15⅞ long by 3⅞ high. Installation by screw holes predrilled in top of cash drawer case.

Runner Edging



Gordon S. Clausen, president of Bryn Mawr Products, announced a newly-developed edging is now available on 'Rugged Runners,' their non-slip carpet runners and area carpets. This new all-rubber nosing hugs the floor, lies flat, eliminates curling and ends one source of potential accidents.

The nosing is gently beveled from a ⅛" tip up to rug height, so that wheeled vehicles can roll right over it without catching or ripping rugs, and pedestrians won't trip or stumble. This special nosing is ideal for entranceways, elevators and at any high traffic location.

It is already in use at several leading office buildings, notably the Alcoa and Gulf buildings in Pittsburgh, the Brown Palace Hotel in Denver, Beck's Restaurant in Philadelphia, and public buildings across the country. The addition of this new nosing home means that 'Rugged Runners' are now available with a choice of three edgings: the rubber nosing pictured; serged edges (overlooking threads) or firm aluminum edging. Each fills a specific need.

The runners pick up dirt, mud, snow and rain, protect floors and other carpets from damage and wear, add the look and feel of luxury and non-slip safety (thanks to their floor-hugging latex backing) and are as easy to clean as any other runner you can install.

Additional improvement has recently been made too, in 'Rugged Runners' themselves. Bryn Mawr has developed a denser weave that insures even better wearing qualities.

They are available in red, green, brown and charcoal to blend or contrast with any carpet or floor covering, in widths of 36", 54", 72", 9 ft. and 12 ft., any length up to 150'.

Popcorn Cups

Two new appetite-arousing popped corn containers have been designed by Lily-Tulip Cup Corp. for use in concession areas, theatres, amusement centers, etc. Suitable for automatic vending as well as manual use, the 24 ounce containers are easy to fill and easy to hold. The sturdy construction and grease resistant interiors provide an ideal flavor-saving service for either buttered or regular pop corn. The distinctive-new hot pop corn container has a gaily lettered modernistic design in yellow and brown, and the buttered cup is vibrantly printed with eye-catching, "bursts" of corn, shown in the accompanying photograph.

Emergency Light

A new low-cost Model E Surelite is being manufactured by Jogan Industries. The sealed beam emergency light is operated by dry batteries. If the power fails and normal lights go off, Surelite turns itself on, supplying illumination instantly and automatically.

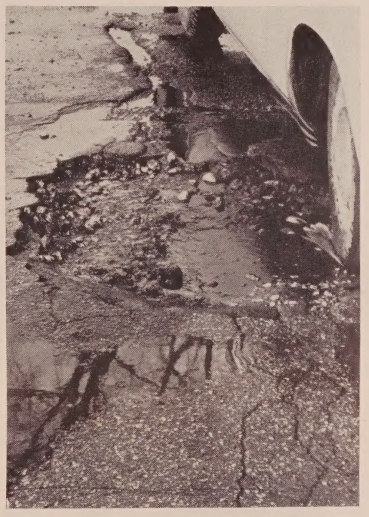
The new model is designed for use in public buildings where accidents, robbery, or panic may occur when customers and employees are trapped in darkness.

Surelite is plugged into a light circuit like an appliance and is equipped with a ground wire for safety.

It can be directed to illuminate a cash register, central office, stairways, or exits. In case of an emergency, it can be unplugged from the light circuit and easily carried as a lighted lantern to any desired location.

If a blackout occurs when the premises are vacant, Surelite illuminates the interior to discourage burglary and vandalism.

New Blacktop Sealer



Zorcon with Silicones! This new concept in sealing blacktop is introduced and explained in detail in an illustrated brochure by The Monroe Co. Pavement life is restored—retained—perpetuated. Deterioration, from sunrays and weathering, rain and water penetration, gasoline and oil, is retarded for the life of the pavement.

Combined with a heavy mineral content, the natural plasticizers, pure coal tar pitch and—silicones waterproof the blacktop and seal the voids against freezing—thawing damage and dirt collection. Year around maintenance is made easy. Leaves are whisked away—snow and ice is prevented from adhering.

The brochure explains how an unprotected pavement will gradually deteriorate and finally break up from oxidation and water penetration. And how the natural weather barriers, in Zorcon, perpetuate the pavement with economical, easy application.

10-Key Adding Machine

The National Cash Register Co. unveiled a new 10-key adding machine designed to speed up figure work in small business offices.

The machine is the first entirely new 10-key design to be developed in the United States since 1958.

According to H. C. Keesecker, NCR's marketing vice president, this new 'Class 10' series "provides NCR with a complete line of adding machines and complements our full-keyboard and 'live' keyboard series."

The machine's 10 numeric keys and all control bars such as add, subtract, and total are designed for easy "touch" operation. Even the backspace and correction keys can be operated by touch due to their unique shape and position.

Mr. Keesecker said the NCR Class 10 will be manufactured at the Co.'s Adding Machine Div. in Ithaca, N. Y. It will be available in three models. One of these models has a 13-digit listing capacity with a 14-digit total, said to be the largest capacity of any 10-key adding machine on the market.

According to Mr. Keesecker, the NCR Class 10 has a unique combination of features not found on other adding machines. One unusual feature of the machine is its "answer printer." This prevents unnecessary printing of computation detail, but provides automatic printing of the final answer. For example, when doing multiplication problems such as checking invoice extensions, the "answer printer" is particularly useful where only a record of the total is desired.

All three models have direct subtraction and credit balance which automatically print in red. A "clear signal," which prints automatically with the first item added or subtracted, indicates the machine was cleared prior to the current computation.

The machine automatically spaces before printing a total. After printing the total the tape also automatically advances to tear-off position, eliminating the need to position the tape manually.

For fast and easy multiplication, all three models have an automatic "step-over" feature. This progressively shifts the figures in the machine to multiply by the power of 10, 100, 1,000, and remaining decimal positions, thus eliminating manual depression of the cipher key.

Dispenser Bowl

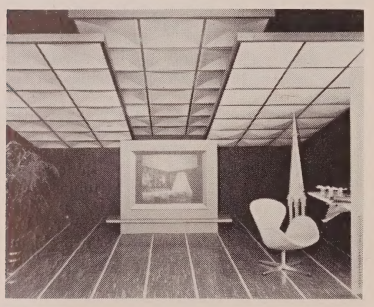
Dramatically demonstrating the unbreakable and shatterproof features of Jet Spray Corp.'s new beverage dispenser bowl, a huge elephant at a leading New England Zoo recently used two of the new plastic bowls to support her entire 5,000 pounds of mammoth bulk.

Chuck-Hole Mix

An improved double coating process has added cohesive stability to Revere's widely used chuck-hole repair product, even when applied on wet surface or during rain. The new process prevents water fro mseparating the coated aggregate when the material is placed in a wet chuck-hole or on a wet surface. Upon compression, all water is forced away from the repair for permanent bond.

Chuck-holes and broken pavements can be repaired in minutes without stopping normal traffic flow — permanently and economically before extensive pavement damage occurs. Sta-Fil has unlimited storage life. It will not stick to or harden in the container.

Acousti-Shell Panels



Acousti-Shell, the three dimensional fiber glass acoustical panel introduced by Johns-Manville late last year, now is available in new textured vault and inverted vault forms. The original panels was manufactured in vault form with a fiber glass fabric facing, whereas the new styles come with a painted surface and at about half the cost.

All three types of Acousti-Shell panel are designed to provide an acoustical ceiling of unusual interest where high style acoustical ceilings are required.

The new textured vault panel features a rippled surface on its concave side. It is painted white and affords the same striking appearance as the fabric-covered panel.

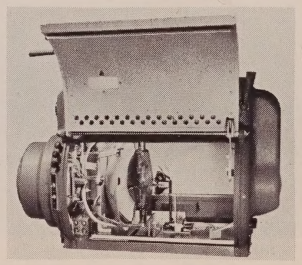
J-M's inverted vault Acousti-Shell panel is installed with the vault projecting downward. This creates a three-dimensional ceiling with an unusual ovoid character. The panel has a smooth white painted surface.

Like their predecessor, the two new styles measure 24" x 24" and their third dimension measures approximately 2 inches. J-M also offers flat units in all three styles for borders or other areas where a non-dimensional surface is desired.

Combination Changer

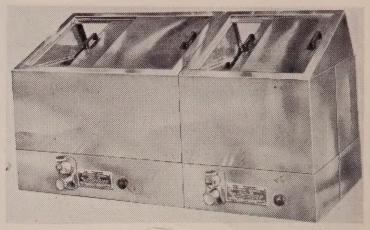
Announcement is made of a new combination currency and coin changer that will change $1.00 United State Currency, Half Dollars and Quarters. Incorporates electronic bill sensor which rejects bills of other denominations, counterfeit bills, other spurious items. Available in three models with different change combinations. It features vault type cabinet (23 x 23 x 11½") constructed of 3/16" boiler plate steel is equipped with two hardened steel locks with registered key numbers. Total mechanism, including the dollar bill sensor and coin changer with single slug ejector, mounted on door for ease or service. Optional insurance coverage available. Plugs in to any 110 volt AC outlet.

2500 Watt Lamp



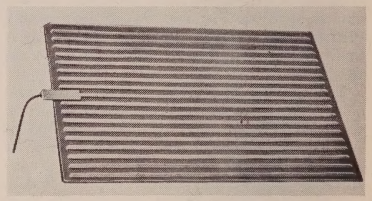
A new model Xenon arc projection lamp available in three capacities has been announced by the Strong Electric Corp. The lamp projects a steady, flickerless, pure white light independent of voltage variations of the power line supply and excellent for color film reproduction. Practically no heat is projected to the film or aperture plate. No cooling is required. Focus remains constant. The 900-watt model is designed for matte screens up to 23 feet wide, and high gain screens up to 28 feet wide with CinemaScope aperture. The 1600-watt model is for matte screens up to 29 feet wide, and high gain screens up to 36 feet wide. The 2500-watt model is for matte screens up to 35 feet wide, and high gain screens up to 43 feet. Maintenance and current costs are approximately the same as for carbon and current costs. Operation is simple, and cleanliness assures maximum life for the projector.

Bun and Frank Units



Available as a combination unit, or separately, these compact counter units from the Star Manufacturing Co. are ideal for serving hot franks and buns. The entire unit is made of stainless steel, and has a white glass front panel with display copy in bright red. Each unit has a separate thermostat enabling pin point heat control for both franks and buns. The body, racks and trays resist tarnishing and corrosion, and clean up in a minimum of time. They come equipped with a water gauge and drain valve permitting easy draining and cleaning. The units are designed and engineered to meet the highest standards of construction, and feature heavy-duty ring elements and wiring. Capacities are 350 hot dogs and 200 buns.

Electric Floor Mat



An absolutely safe electrically heated, portable waterproof foot warming floor mat has been announced by American Mat Corporation.

Costing but a penny a day to operate, the mat is ideal for use by office help, doormen, cashiers and shipping clerks. It comes in five sizes and five colors.

Candy Apple Mix

Retailers and concessionaires can make substantial extra profits form the sale of candy apples.

The new "Candy Apple Magic" Mix coats apples with an enticing cherry flavor quickly, easily and at low cost.

A bag of the mix, plus 5 lbs. of sugar, is all you need to coat 115 aples at a cost of less than 1c each. With this mix, candy apples are easy to make, uniformly delicious and very profitable.

It is packed in air-tight, sanitary polyethylene bags complete with instructions. A special "test" sample size of "Candy Apple Magic" Mix — enough to coat 50 apples — is available to dealers for only 25c in coin or stamps. Manufactured and distributed by Victor Products Co., Dept. 20, 328 North 18th St., Richmond, Virginia.

Sno-Ball Machine

Sno-Master Manufacturing Co. has announced a new model, redesigned so that the machine may be used to make the popular slush drinks.

A fully insulated hopper stores ice until needed, eliminating most meltage, then, when a switch is thrown, the machine shaves ice directly into the cup.

Topped with a fruit flavor, or mixed with fruit, the machine will turn out snow balls or slush drinks with a profit margin of over 500 per cent.

The machine is constructed of aluminum and stainless steel with an all mirror finish. It weighs 65 pounds and occupies one square foot of counter space. Operation permits the cones to be made without handling, meeting health department requirements. The machnie is available on a liberal time payment plan or under a rental contract. Sno-master mobile units are also available.

The unit comes equipped with a GE ½HP AC motor. Shipping weight 75 lbs.

Pic Body Spray

A new personal body spray offering protection against mosquitos, flies, gnats and insects has recently been introduced by Pic Corp.

Called Pic Personal Body Spray, it is ideal for "people on the go." It is perfect for use when golfing, swimming, fishing, picnicking, gardening. A simple spraying of Pic Spray lasts for hours and allows for fun-free, bug-free time.

Other features of new Pic Spray are that it is odorless, non-greasy, non-sticky, stainless and resistant to perspiration. Further, Pic Personal Body Spray is completely safe and perfectly harmless to the skin. It is non-flammable.

In addition to its colorful lithographed can, Pic Spray is backed by consumer advertising and powerful merchandising aids such as colorful window streamers and counter displays (see photo showing 15 cans in carton with colorful display card) to help create big impulse sales and added profits.

Press-on 3-D Titles

Three dimensional titles with a pressure sensitive adhesive on the back are now available. These 3-D Titles are said to be easily applied on most any surface by simply peeling off a plastic backing, then pressing directly on the background surface to be photographed.

Unusual titles and interesting shadows are achieved by placing directly on the roller drum of a titler in relation to a 45 degree angle light source. By using 3-D Titles on transparent surfaces and shooting right thru, the film maker has an inexpensive art tool.

When soiled, letters are cleaned by rubbing lightly with fine sandpaper so titles can be used repeatedly. If desired, they can be colored with any type of paint. Descriptive literature on request from S.O.S. at 602 W. 52nd St., New York 19.

The figures and 3-D concession articles are made of sturdy cardboard and brightly colored in festive pinks, blues, and reds.

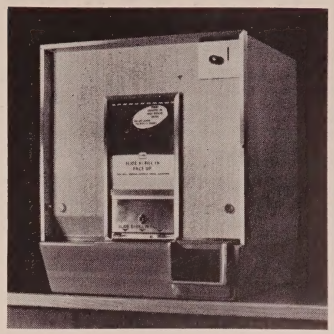
A catchy unit for kiddies and light hearted adults as well.

Redesigned Cup

A refreshing modern approach to the use of color has been taken by Lily-Tulip Cup in the redesign of its cold vending cups.

Taking the well known classic leaf pattern as a point of departure, the new cup designs are stylized leaf motifs executed in six brilliant high-fashion colors which actually seem to glow. Random packed, they are available in 7, 9, and 10 ounce sizes. The new tight rims and extra rigidity insure flawless vending in all machines and make the cups trim, sturdy and comfortable to hold.

New Currency Changer



A new currency changer, which makes change for dollar bills, half-dollars and quarters, has been introduced by National Rejectors, Inc.

The firm, a subsidiary of Universal Match Corporation, exhibited a pre-production model of the new machine—which embodies significant improvements in the process of automatically making change for paper money — at the 1962 Convention of the National Automatic Merchandising Association.

Major improvements incorporated in the changer include: 1. A new system, which adds another safeguard to National Rejectors' proven technique for identifying genuine bills and rejecting counterfeits and those of the wrong denomination.

2. A new easy-to-use automatic insertion technique. The user merely places a bill in the changer to receive change. There are no buttons to press or doors to open. The section where bills are inserted is designed to prevent jamming. In addition, it can be opened for cleaning by authorized persons — such as plant guards or hostess attendants — without their having access to the money in the changer.

3. New compact size, light weight, and high capacity. The changer is about the size of a table model TV set. There is sufficient capacity to make change for 1,000 one-dollar bills.

4. A new quick-loading arrangement. Coins for making change are poured in bulk into hoppers, so that no special packaging is necessary. Complete servicing with change can be done in less than five minutes.

5. A new range of change-making flexibility. The changer — which makes change with quarters, dimes and nickels—can be set to return change for a dollar bill in any one of fourteen combinations. These combinations can be varied at any time by trained personnel, depending upon the needs of the location where the machine is installed.

Exit Signs

A new series of lighted Exit Signs, featuring trim contemporary styling and extremely low maintenance and operating costs, has been announced by Day-Bright Lighting, St. Louis, a division of Emerson Electric Manufacturing Co.

Offering unique optics, the signs provide both low brightness for dark interiors, such as theatres and restaurants, and high visibility in brighter areas such as stores, offices, factories, schools or exhibition halls.

The signs use low-voltage incandescent lamps.

Refreshment Equipment Suppliers

BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers

Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others

Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.

Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags

Rex Paper Products Company, 21-09 Borden Avenue, Long Island City, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn

Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes

Superdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

BEVERAGES

Bowman Dairy Co., 140 W. Ontario Street, Chicago, Ill.—Chocolate milk in cans

Canada Dry Ginger Ales, Inc., 100 Park Avenue, New York—Beverages

THE COCA-COLA COMPANY, 530—5th Avenue, New York—"Coke"

Cramore Fruit Product Bases, Point Pleasant, N. J.—Fruit beverage bases

Crush International, 2201 Main St., Evanston, Ill.—"Orange Crush" drink, "Old Colony" beverages

Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages

DR. PEPPER COMPANY, 428 Second Street, Dallas, Tex.—Beverages

Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages

Dutch House, Inc., 1411 N. Sydenham St., Philadelphia, Pa.—Chocolate drink

Grapette Company, 112 Grinsted, Camden, Ark.—"Grapette"

HIRES DIV.—BEVERAGE INT'L., 2201 Main St., Evanston, Ill.—Hires root beer

Hurty-Peck Co., 1423 Naomi Street, Indianapolis, Ind.—Beverage flavors

Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup

Mission of California, Inc., 197 Chatham St., New Haven, Conn. and 5040 S. Alameda St., Los Angeles, Calif.—Beverages, Mission Orange

PEPSI-COLA COMPANY, 500 Park Ave., N. Y. 22, N. Y.—Beverages

Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

ROYAL CROWN COLA CO., 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"

Bachman Chocolate Manufacturing Company, Mount Joy, Pa.

Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.

Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice

Paul F. Beich Company, West Front Street, Bloomington, Ill.

Blumenthal Bros., Margaret and James Streets, Philadelphia 27, Pa.

E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.

Brock Candy Company, Chattanooga, Tenn.

Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.

Cadbury-Fry America, Inc., 261 Broadway, New York

Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"

Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.

Cardinet Candy Company, 2172 Market Street, Oakland, Cal.

Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.

Chunk-E Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.

Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.

Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.

F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.

Ferrara Candy Co., 2200 W. Taylor Street, Chicago, Ill.

Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.

D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.

Adolph Goldmark & Sons, 467 Greenwich Street, New York, N. Y.—"Terry," "Assorted Pastilles"

Henry Heide, Inc., New Brunswick, N. J.

Hershey Chocolate Corporation, Hershey, Pa.

HOLLYWOOD CANDY COMPANY, Chestnut and Calumet, Centralia, Ill.

Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.

Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.

Kelling Nut Co., 2800 Belmont, Chicago, Ill.

Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.

Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers

Lusk Candy Company, Davenport, La.—Lemon drops

McAfee Candy Company, Inc., Macon, Ga.

Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.

Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.

Melster Candies, Cambridge, Wis.

National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.

Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.

Nestle's Chocolate, 100 Bloomingdale Rd., White Plains, N. Y.

Peter Paul, New Haven Road, Naugatuck, Conn.

Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.

Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.

Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.

Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch rolls. Chocolate rolls, Orange rolls

Reese Peanut Butter Corp., Hershey, Pa.—Reese Peanut Butter Cups

Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints

Joseph A. Riggio Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds

Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.

Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.

Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"

Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.

Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.

Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Toostie Rolls

SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.

Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.

Van Houton & Zoon, 537 Greenwich St., New York, N. Y.

James O. Welch Company, 810 Main Street, Cambridge, Mass.

Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.

Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.

York Caramel, Box 1147, York, Pa.

George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

COFFEE MAKER, VENDER

Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.

Cole Products Corp., 39 S. LaSalle St., Chicago 3, Ill.

Continental Vending Machine Corp., 956 Brush Hollow Rd., Westbury, N. Y.

Manley, Inc., 1920 Wyandotte, Kansas City, Mo.

Steel Products Co., 40 Eighth St., S.W., Cedar Rapids, Iowa

Superior Refrigerator Manufacturing Co., Inc., 907-917 North Broadway, St. Louis 2, Mo.

CONCESSION SERVICE COMPANIES

ABC Vending Corporation, 209 West 14th St., New York, N. Y.

BERLO VENDING COMPANY, 333 South Broad St., Philadelphia, Pa.

Confection Cabinet Corp., East Orange, N. J.

Sportservice, Inc., Sportservice Building, Buffalo, N. Y.

Theatre Confections Inc., 795 Monroe Ave., Rochester 7, N. Y.

CONCESSION STANDS

Columbus Showcase Co., 850 West Fifth Ave., Columbus, O.—Showcases, candy stands

Dill, Philip A., Inc., 1209 Castle, Dallas, Tex.

Manley, Inc., 1920 Wyandotte, Kansas City, Mo.

NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.

Savon Co., The, 286 Pennsylvania Ave., Paterson 3, N. J.

STAR METAL CORP., Trenton Ave. & Ann St., Phila. 34, Penna.

Supurdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis.

Samson Berman, Associates, 144-03 78th Ave., Flushing 67, Long Island, N. Y.

CUPS, PAPER

Continental Can Co., 349 Oraton Street, Newark, N. J.

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

Maryland Cup Co., Owings Mills, Maryland.

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

American Machine & Foundry, 3232 N. Kilpatrick, Chicago, Ill.

Automatic Products Company (APCO), 956 Brush Hollow Rd., Westbury, L. I., N. Y.—Beverage dispenser

Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines

Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units

H. A. Bruntjen Co., 1645 Hennepin, Minneapolis, Minn.—"Mist Master" drink dispenser

C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines

C. T. C. Mfg. Co., 11936 Valerio Street, N. Hollywood, Cal.—"Whirlpool Jr." beverage dispenser

Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment

Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser

Club Bar, 141 E. 44th St., New York, N. Y.

Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser

Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vendors

Continental-APCO, 956 Brush Hollow Rd., Westbury, L. I., N. Y.—Beverage dispensers

Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser

Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar

Helmco, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment

Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains

Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle

W. Kestenbaum,. Inc., 1790 First Avenue, New York—Dispenser

The Liquid Carbonic Corporation, 3110 South Kedzie Avenue, Chicago, Ill.—Soda fountains

Lyon Industries, 373 4th Avenue, New York 16, N. Y.—Coin operated beverage dispenser

Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser

Miller & Carrell Mfg. Co., 1215 12th Street, Denver, Colo.—"Speedster" hot choc. dispenser

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser

Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.

Rowe AMI Mfg. Co., Inc., 50-75 W. Lexington Ave., Chicago 44, Ill. Beverage Dispenser

Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser

Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)

Superior Refrigerator Company, 907-917 North Broadway, St. Louis 2, Mo.

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233 Street, New York 66, N. Y.—Pizza ovens

BALLANTYNE INSTRUMENT & ELECTRONIC CO., 1712 Jackson St., Omaha 2, Neb.—Pressure fryer

Bell Engineering Co., 55 Munroe Street, Lynn, Mass.—Bar-B-Cutie barbeque

G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt.—Pizza ovens

Broil-Quick Appliance Corp., 615 W. 131st St., N. Y. 27, N. Y.—Infra-red frankfurter grill

Burger-Mat Corp., 341 39th Street, Brooklyn, N. Y.—Hamburger equipment

Clark Industries, Inc., 1509 Meridian St., Nashville 7, Tenn.—Clark radiant electric hamburger broilers

J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

Dalason Prods. Co., 835 W. Madison, Chicago, Ill.—Bar-B-Frank hot dog machine

Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer

General Mfg. Co., 1209 Castle St., Dallas Texas

Greer Enterprises, Inc., 281 N. Grant Avenue, Columbus, O.—"Glenray" hot dog machine

Harvic Mfg. Co., 154 Nassau Street, New York 38, N. Y. Pizza ovens

Helmco, Inc., 1215 W. Fullerton, Chicago, Ill.

Charles E. Hires Co., 206 S. 24th Street, Philadelphia, Pa.—"Snak-Bar," hot dog grill and beverage server

Hollywood Servemaster, 114 W. 18th Street, Kansas City 8, Mo.—"Roto-Grill" hot dog machine

Hot Point (Div. of General Electric), 227 South Sealey, Chicago, Ill.—Food preparation equipment

Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server

Nu-matic Machines Co., 250 W. 57th Street, New York, N. Y.—Automatic hot dog dispenser

Prince Castle Sales Co., 121 W. Wacker Drive, Chicago, Ill.—Bar-B-Que preparation equipment

Savon Co., 286 Pennsylvania Avenue, Paterson, N. J.—Pizza pie ovens

Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill.—Hot food servers, toasters, food preparation equipment

U. S. Vending Machine Corp., 4300 N. Carlyle St., Philadelphia, Pa.—Hot dog vender

Virga's Pizza Cust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FOODS, PREPARED

Arena Real Pizza Crust Co., 1913 White Plains Rd., Bronx 61, N. Y.—Pizza pie

Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters

Campbell Soup Co., Camden, N. J.—Canned Soups

Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared

Flavo-Rite Food, Inc., 2964 Lafayette Ave., Bronx, N. Y.—Egg, turkey and shrimp rolls

Frozen Food Prods., 1735 Margaret Avenue, Altoona, Pa.—Frozen foods

Golden Palace Food Products, Inc., 543 W. 59th St., New York 19, N. Y.—Shrimp rolls, frozen chow mein, egg, vegetable and lobster rolls

C. E. Grant, 616 East Washington, Indianapolis, Ind.—Frozen chicken

Hygrade Food Prods., 2811 Michigan Avenue, Detroit 16, Mich.—Frankfurters

Lazar Kosher Sausage Co., 5511 N. Kedzie Ave., Chicago 25, Ill.

Oscar Mayer Co., 910 Mayer Avenue, Madison, Wis.—Frankfurters, cold meats

Original Crispy Pizza Crust Co., 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza pie

Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie

Smithfield Ham Prods. Co., Smithfield 8, Va.—"James River Brand" meat barbecues and sauces

Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters

Tolona Pizza Pie Prods., Inc., 401 S. Cicero Avenue, Chicago 44, Ill.—Pizza products

Virga's Pizza Crust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.

Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks

Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser

Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor

Snivel Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.

Beech-Nut Packing, 10 East 40th Street, New York, N. Y.

Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.

Frank H. Fleer Corporation, 10th and Somerville, Philadelphia, Pa.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

William Wrigley, Jr. Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor

Artic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor

Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor

BALLY CASE & COOLER, INC., Bally, Penna.—Ice cream display cases

Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter

The Borden Company, 350 Madison Avenue, New York—Ice cream

Craig Machine Company, Danvers, Mass.—Ice cream vendor

Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

Fred Hebel Corp., Addison, Ill.—Automatic coin ice cream vendor

Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser

Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-a-Stick Confection"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

National Market Equip. Co. 25531 De Quindre, Royal Oak, Mich.—Ice cream freezers and novelty cases

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream

Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine

Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-Service ice cream merchandiser

POPCORN

American Popcorn Company, Sioux City, Iowa—Raw popcorn

Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.

Central Popcorn Company, Schaller, Iowa—Popcorn

Albert Dickenson Co., 2750 West 35th St., Chicago, Ill.

J. A. McCarty Seed Company, 526 Northwest 4th St., Evansville, Ind.

Manley, Inc., 1920 Wyandotte, Kansas City, Mo.

National Oats Co., Cedar Rapids, Iowa

'Pop' Corn Sez Company, 429-35 South 61st St., Philadelphia 43, Pa.

Poppers Supply Co., 1211 North Second St., Philadelphia, Pa.

Wyandotte Popcorn Co., Marion, Ohio

Y and Y Popcorn Supply Co., 256 North 13th St., Philadelphia, Pa.

POPCORN EQUIPMENT

Automatic Products Company, 1270 Ave. of Americas, New York, N. Y.—Butter dispenser

Bonanza, Inc., 2980 West Pico Blvd., Los Angeles, Cal.—Popcorn vending machines

C. CRETORS AND COMPANY, 630 West Cermak Rd., Chicago, Ill.—Popcorn equipment, butter dispenser

Dairy Service Company, 100 East Main St., Menomonee, Wis.—Butter dispenser

DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machines, automatic

G. H. R. Enterprises, Inc., 12017½ Vose St., North, Hollywood, Cal.—Viscount, Viking popcorn machines

Hollywood Servemaster Co., 114 West 184 St., Kansas City 8, Mo.—Popcorn warmer

Manley, Inc., 1920 Wyandotte St., Kansas City, Mo.—Vending equipment and popcorn machines and supplies

NATIONAL THEATRE SUPPLY COMPANY, Tarrytown, New York.—Popcorn equipment and supplies

Phenix Food Company, 460 East Illinois Ave., Chicago, Ill.

Savoral Co., Popcorn Bldg., Nashville, Tenn.—Seasoning

Server Sales, Inc., Menomonee Falls, Wis.—Butter dispenser

Star Manufacturing Co., 6300 St. Louis Ave., St. Louis, Mo.—Popcorn machines, food equipment

Supurdisplay, Inc., Wisconsin Tower Bldg., Milwaukee, Wis.—Butter dispenser

West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal.—Butter dispenser.

POPCORN SEASONING

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.

Best Foods, Inc., 1 East 42nd Street, New York

Capital City Products, West First and Perry, Columbus, O.

Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.

E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning.

C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils.

Server Sales, Inc., Main Street, Menomonee Falls, Wis.

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream

Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine

Food-Mobile, 240 S. Harison St., East Orange, N. J.—Portable vending cart

Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Walky Service Company, Schweiter building, Wichita, Kans.

CONCESSION TRAILERS

Armour and Company, Fresh and Smoked Sausage Dept., Chicago, Ill.

THE COCA-COLA COMPANY, trailers available from local distributors

Canada Dry Ginger Ale, Inc., 100 Park Ave., N. Y.

Dad's Root Beer Company, 2800-3400 N. Talman Ave., Chicago, Ill.

DR. PEPPER FOUNTAIN DIVISION, P. O. Box 5086, Dallas, Tex.

Flavo-Rite Foods Company, 643 Brook Ave., Bronx 55, N. Y.

Frozen Farm Products Co., 1735 Margaret Ave., Altoona, Pa.

Golden Palace Food Products Inc., 543 W. 59th St., New York 19, N. Y.—Color trailers on shrimp rolls

Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa.

Mickelberry Food Products, 43rd and State Line, Kansas City, Kans.

PEPSI-COLA COMPANY, available from local distributors

ROYAL CROWN COLA COMPANY, 10th & 9th Ave., Columbus, Ga.

Silver Skillet Brands, P. O. Box 216, Skokie, Ill.

Smithfield Ham and Products Co., Smithfield, Va.

Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee 3, Wis.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.

DuGrenier, Arthur H., Inc., 15 Hale Street, Haverhill, Mass.

Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.

National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.

Rowe Manufacturing Co., Inc., 31 E. 17th St., New York, N. Y.

Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

American Automatic Ice Machine Co., 1638 Park Ave., Faribault, Minn.

DCA Industries, 45 W. 36 St., NYC, N. Y.—Doughnut machines

S. T. Echols, Inc., Box 612, Bismarck, Mo.—Snow cones

Gold Medal Prods., 1851 Freeman Ave., Cinn. 14, Ohio. Snow cones, cotton candy, caramel corn, popcorn equip. & supplies.

Hollywood Servemaster, 114 W. 18th St., Kansas City 8, Mo.—Roto-Grille hot dog machines, Roto-Grille chili warmer.

Marlan Company, 500 W. Cermak Rd., Chicago 16, Ill.—Slush Master Freezer.

Scotsman, Queen Products Division, 22 Front Street, Albert Lea, Minn. Ice making machines.

Sno-Master, 124 Hopkins Place, Baltimore 1, Md.—Sno-cone, snoball machine

Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop

Tyson-Caffey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

Theatre Equipment Manufacturers

Here Is a Complete Market Guide to Filling The Needs of Every Motion Picture Theatre

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Alton Manufacturing Co., 1112 Ross Ave., Dallas, Texas
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mishawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 3rd St., Oklahoma City, Okla.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Trane Co., 206 Cameron Ave., La Crosse, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn 15, N. Y.
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B. Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 5, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Calif.
Ampex Corp., 934 Charter St., Redwood City, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, Tarrytown, N. Y.
Radio Corp. of America, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58 St., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 317 N. Broad St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
Apex Brass and Bronze Works, Inc., 429 West Broadway, New York 12, N. Y.
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11 Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City, Mo.
GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Johnson Fare Box Co. 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10 N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Royal Metal Mfg. Co., 17 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc. 75 Front St. Brooklyn 7, N. Y.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., Boonton, N. J.
Electro Carbons, 940 W. Belmont St., Chicago Ill.
NATIONAL CARBON CO., INC., 270 Park Ave., N. Y. 17, N. Y.
Ringsdorff Carbon Co., 15 W. 44th St., New York, N. Y.

CARBON SAVERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb.
Cali Products Corp., 3719 Marjorie Way, Sacramento, Calif.
Droll Theatre Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal 1. Huff Manufacturing Co., 659 W. Jefferson, Los Angeles 7, Calif.
Payne Products Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1261 S. Wabash, Chicago 5, Ill.

CARPETS

Artloom Carpet Co., Allegheny and Howard Philadelphia 33, Pa.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Firth, Inc., 295 5th Ave., New York, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave., New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphia, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., New York, N. Y.

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Philadelphia 33, Pa.
Brever Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago 40, Ill.
Glamorene, Inc., 10 E. 44th St., New York, N. Y.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill.
KINNER PRODUCTS CO., 13325 E. Broad St., Pataskala, O.

CASH CONTROL EQUIPMENT

(See BOX OFFICE EQUIPMENT)

CHAIRS

American Desk Co., Dallas, Tex.
American Seating Co., 9th and Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630 Belton, Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O.
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B. Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O.
Jack Hayes Seating Service, One Monica Place, Baldwinsville, N. Y.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
American Texteel Co., Bellefontaine, O.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 80 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. deNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Falls River, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
Manko Fabrics Co., 630 9th Ave., N. Y. 36, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Pantasole Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York 1, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
U. S. Rubber Co., 1230 Ave. of Americas, New York 22, N. Y.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

COIN CHANGERS

Apco, Inc., 1740 Broadway, N. Y., N. Y.
National Rejectors, 5100 San Francisco Ave., St. Louis, Mo.
Vendo Co., 7400 E. 12 St., Kansas City 26, Mo.

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 West Broadway, New York 12, N. Y.
Lawrence Metal Products, Inc., Lynbrook, L. I., N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st. St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia 7, Pa
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Dazians, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbia, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Griewe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Manko Fabrics, 630 9th Ave., New York 36, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
Northwest Scenic Studios, 607 Marshall St., N. E. Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC. 426-432 E. 91st St., New York 28, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Weiss, I and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY AD MATERIALS

FEPCO THEATRE ADVERTISERS, Box 795, Omaha, Neb.

DISPLAY FRAMES

Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Bvld., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamfird div., 200 Henry St., Stamford, Conn.

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Pure Filter Corp., of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

DRIVE-IN

(See SEPARATE CLASSIFICATION)

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Electric Storage Battery Co., 41 S. 15th St., Phila. 2, Pa.
Fairbanks Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N. Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

ESCALATORS

The Peelle Co., 47 Stewart Ave., Brooklyn, N. Y.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros. 702 S. Wolfe St., Baltimore 31, Md.
Sani-Toil Labs, 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, New York, N. Y.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Neumade Products Corp., 250 W. 57th St., New York 19, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumball Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FIREWORKS

Liberty Fireworks Co., P. O. Box 683, Danville, Ill.

FLOODLIGHTS

(See LIGHTING)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Freemont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooing div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Strobite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FOOTLIGHTS

(See LIGHTING)

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Smead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 517 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

(See MOTOR GENERATORS)

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Priest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa.
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co. 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Grinnell Co., Inc., 260 W. Exchange St. Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

INSULATION, ACOUSTICAL THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, C. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglass Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah.
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATION SYSTEMS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-in Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., Servus-Fone div. (Electronic Car Hop), 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
R. W. Neill Co., 1811 Caroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 540 W. 58 St., New York 19, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard Phila. 33, Pa.
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago 40, Ill.
Fuld Bros., 702 S. Wolfe St., Baltimore 31 Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
KINNER PRODUCTS CO., 13325 E. Broad St., Pataskala, O.
Melro Enterprises, Cramer Road, Poughkeepsie, N. Y.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 52-16 West St., Long Island City, N. Y.

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co., 295 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 13, Ohio.
Kliegl Bros. Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago, Ill.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 347 King St., Northampton, Mass.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
Wollensak Optical Mfg. Co., 350 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N. Chicago, Ill.
Bleck, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GoldE Manufacturing Co., Heiland div., Denver, Colo.
Grimes Manufacturing Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartsell, Ala.
Revere Electric Manufacturing Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spare Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12 O.
STRONG ELECTRIC CORP. 87 City Park Ave. Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scientific Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
WAGNER SIGN SERVICE INC., 218 S. Hoyne St., Chicago 12, Ill.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 42 West Broadway, New York 12, N. Y.
Bevelite, Inc., 3626—11th Ave., Los Angeles, Calif.
Art in Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., Lynnwood, L. I., N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.

MAGAZINES

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 Seventh Ave., New York, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
GOLDBERG BROS., 3500 Walnut St., Denver, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cincinnati 30, O.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.
Wenzel Projector, 2505 S. State, Chicago, Ill.

MARQUEES

(See SIGNS & MARQUEES)

MARQUEE LETTERS

(See SIGNS & MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co. Perrine Ave., Trenton, N. J.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire & Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MOTOR GENERATORS

Automatic Devices Co., 114 North 8th Street, Allentown, Pa.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio.
Imperial Electric Co., 84 Ira Ave., Akron, O.
Motiograph Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Robin J. E., Inc., 267 Rhode Island Ave., East Orange, N. J.

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PAINT

NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S. Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

ASHCRAFT C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave, Toledo, O.
WESTREX CORP., 540 W. 58th St., New York 19, N. Y.

PROJECTOR INTERLOCKS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif.

PROJECTOR PARTS

LA VEZZI MACHINE WORKS, 4635 West Lake St., Chicago 66, Ill.

PROJECTORS, 35mm

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave,, New York 19, N. Y.
GENERAL PRECISION LABS, Pleasantville, N. Y.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR CO., Eindhoven, Netherlands.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58 St., New York 19, N.Y.

PROJECTORS, 70mm

CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
CINEMECCANICA OF MILAN—Distributor: CINEMATOGRAPH INTERNATIONAL, 341 W. 44th St., New York 36, N. Y.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR COMPANY, Eindhoven, Netherlands.

PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
Bell and Howell Company, 7183 McCormick Rd., Chicago, Ill.
North American Philips, Norelco Projectors, 100 E. 42 St., New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Philips Projectors Co., Eindhoven, Netherlands.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneve, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Carver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp., (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J.
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo 3, O.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
J. E. Robin, 267 Rhode Island Ave., E. Orange, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 First Avenue, Seattle 1, Wash.

REELS AND REWINDS

General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Calif.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Griswold Machine Works, Port Jefferson, N. Y.
Neumade Prods. Co., 250 W. 57th St., New York 19, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16, Ill.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17 N. Y.
HEYER-SCHULTZ INC., Cedar Grove, New Jersey
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York City 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bodde Screen Co., 829 Venice Blvd., Los Angeles 34, Calif.
Carpenter, L. E. & Co. (Vicra-Lite div.), Wharton, N. J.
HURLEY SCREEN CO., 96-17 Northern Blvd., Corona, L. I., New York.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Trans-Lux Corp., 625 Madison Avenue, New York, N. Y.
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St. Louis 6, Mo.
Williams Screen Co., 1620 Summit Lane Blvd., Akron, O.

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
R. H. Mitchell & Co., Hartselle, Ala.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Nick Mulone and Son, Cheswick, Pa.
SELBY INDUSTRIES, 1350 Ghent Hills Rd., Akron 13, O.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Beach Co., Coshocton, O.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Century Lighting Inc., 521 W. 43rd St., New York, N.Y.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Co., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros. 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS AND MARQUEES

ADLER SILHOUETTE LETTER CO, 11843 West Olympic Blvd., Los Angeles 64, Calif.
Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Beveite, Inc., 3626 11th Ave., Los Angeles, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W. New York 3, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Triple-S Supply Co., 206 First St., San Francisco, Calif.
WAGNER SIGN SERVICE, INC., 218 S. Hoyne Ave., Chicago 12, Ill.

SOUND EQUIPMENT

Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif.
Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
EPRAD, 1206 Cherry St., Toledo, O.
Fine Sound, 711 5th Ave., New York, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Calif.
NORTH AMERICAN PHILIPS CO. (NORELCO). 100 E. 42nd St., New York, N. Y.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
PHILIPS PROJECTOR COMANY, Eidhoven Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 267 Rhode Island Ave., E. Orange, N. J.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

Altec Service Co., 161 6th Ave., New York 13, N. Y.
RCA Service Co., Technical Prods. Div., Camden 8, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave, Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIO, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.

Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TICKET BOXES

GENERAL REGISTER CO., 36-20 33rd St, Long Island City 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Asbury Park, N. J.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River Street, Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Kelier Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271 Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketec Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York 19, N. Y.

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York 17, N. Y.

UNIFORMS, SHIRTS, COLLARS

Angelica Uniform Co., 1427 Olive St., St. Louis 3, Mo.
S. Appel and Co., Inc., 740 Broadway, New York 3, N. Y.
Brooks Uniform Co., Inc., 75 West 45th St., New York, N. Y.
GIBSON LEE, INC. (Successors to Reversible Collar Co.), 95 Binney St., Cambridge 42, Mass.
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill.
Troy Novelties Co., 5 Union St., Troy, N. Y.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyrae div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, I..
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O.
GENERAL REGISTER CORP., 745—5th Ave., New York 22, N. Y.
K-Hill Signal Co., Inc., 326 West 3rd St., Uhrichsville, O.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Palmer Engineering and Development Co., 2459 North Chico Ave., El Monte, Calif.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.

ATTRACTION BOARD

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
BALLANTYNE INSTRUMENT & ELECTRONICS C., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Tiffin Art Metal Co., Tiffin, Ohio
WAGNER SIGN SERVICE, INC., 218 South Hoyne, Chicago 12, Ill.

BEACON ATTRACTION LIGHTS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Federal Sign & Signal Co., 8764 S. State St., Chicago 9, Ill.
Tripp Mfg. Co., 133 N. Jefferson St., Chicago 6, Ill.

CABLE AND SPEAKER CORDS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1707 Davenport St., Omaha, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
U.S. Steel Corp., Pittsburgh, Pa.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn.

DRIVE-IN THEATRE SEATING

American Seating Co., 9th & Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
MASSEY SEATING CO., 100 Taylor St., Nashville 8, Tenn.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

IN-CAR HEATERS

Arvin Industries, Columbus, Ind.
ELECTROMODE, 45 Crouch St., Rochester, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

IN-CAR SPEAKERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflex Corp., 4900 W. Grand, Chicago, Ill.
United Speaker Co., 1263 3rd Ave., New Kensington, Pa.
WESTREX CORP., 540 W. 58 St., New York

INSECTICIDES, REPELLENTS

BARRETT CHEMICAL CO., H & Luzerne Sts., Phila., Pa.
C. B. Dolge Company, Westport, Conn.
Pic Corp., 481 Washington Ave., Newark, N. J.
Swingfog, Inc., 415 Lexington Ave., New York, N. Y.
TODD SHIPYARDS CORP., 81-16 45th Ave., Queens, N. Y.

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan.
Mideast Sales, P. O. Box 62, Lockland, Ohio.
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y.

PLAYGROUND EQUIPMENT, RIDES

AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Burke, J. E., Co., Fond Du Lac, Wis.
Doepke Mfg. Co., Rossmoyne, O.
Herschell, Allen, Co., N. Tonawanda, N. Y.
Hills Playground Equip. Co., Grand Prairie, Texas.
Game Time, Inc., Litchfield, Mich.
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif.
King Amusement Co., Mt. Clemens, Mich.
MIRACLE EQUIP. CO., Grinnell, Iowa.
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Play Sculpture, 7 University Place, New York, N. Y.
Pressweld Inc., Sebring, Ohio

POOLS AND EQUIPMENT

American Playground Device Co., Anderson, Ind.
International Swimming Pool Corp., 290 Hall St., White Plains, N. Y.

PORTHOLE BLOWERS

Drive-In Theatre Mfg. Co., 505 9th St., Kansas City, Mo.

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3625 11th Ave., Los Angeles, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.

SCREEN COATINGS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Plast X Plate, Berwyn, Pa.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, O.

SCREEN TOWERS, SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha 2, Neb.
CAREW STEEL COMPANY, York, Penna.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
SELBY INDUSTRIES, 1350 Ghent Hill Rd., Akron 13, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Oregon.
Tweedy Screen Corp., 5055 N.E. 6 St., Minneapolis 21, Minn.

SPEAKER POST (DRIVE-IN)

Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKER REPAIR

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Sound Crafters, 232 Crown Ave., Scranton, Pa.
WESTERN ELECTRONIC CO., 3311 Houston Ave., Houston, Tex.

SWIMMING POOLS

(See POOLS and EQUIPMENT)

Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 1912½ Morris Ave., Birmingham 3, Telephone: ALpine 1-8665. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARIZONA

*ARIZONA FILM SUPPLY COMPANY, 33 W. Congress St., Tucson. Telephone: 26272. PERSONNEL—Nick Diamos, George N. Diamos, George O. Diamos. AREA SERVED—Arizona.

ARKANSAS

ARKANSAS THEATRE SUPPLY, 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—Owner: H. E. Wortsmith. Manager: Mrs. Kathryn Butler. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

MIDSTATE THEATRE SUPPLY, 1906 Thomas, Fresno. Telephone: ADams 3-2455. PERSONNEL—Owner and manager. Paul Wallace. AREA SERVED—Central California.

JOHN P. FILBERT COMPANY, I NC., 2007 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 4-1195. PERSONNEL—President: J. E. Miller. Vice-President: Spero L. Kontos. Secretary-Treasurer: John P. Filbert, Jr. Office Manager: Ida K. Marshall. Sales Engineer: Manford E. Pickrell.

NATIONAL THEATRE SUPPLY COMPANY, 1961 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-4193. PERSONNEL—Vice President: L. C. Ownbey. Manager: G. J. Hessick. Salesmen: Al Schuyler, Sam Aspaas, Cal Tyler, S. Lay. Service Man: J. Denny. Shipper: W. Decuir. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1969 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-3111—(Emergency Night) PO 4-7147, TOpaz 2-3412. PERSONNEL—President and General Manager: Louis M. Wutke. AREA SERVED—Southern California, Arizona, and Nevada.

B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 3-1145—(Night) EXbrook 5-7577, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, F. T. Lay. Engineer: Henry Grussing. AREA SERVED—Southern California, Arizona, Southern Nevada.

GLENN E. KOROPP CO., 2731 Braynard Way, Sacramento 25, Calif. Telephone IVanhoe 9-0941. PERSONNEL: Glenn E. Koropp, Virginia E. Koropp. PRODUCTS SOLD: In-A-Car Speakers, Junction Boxes, Supplies & Parts. AREA SERVED: All Western States.

NATIONAL THEATRE SUPPLY COMPANY, 255 Golden Gate Ave., San Francisco 2. Telephone: MArket 1-4171. PERSONNEL: Manager: R. H. Woelfl. Salesmen: J. C. Dalk, John Riley. Shipper: Al Reinhart. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

WALTER G. PREDDY, 187 Golden Gate Ave., San Francisco 2. Telephones: UNderhill 1-7571-2—(Emergency Night) JUniper 6-1038. PERSONNEL—Owners: Walter G. Preddey, Robert O. Bemis (Copartnership). Salesman: M. C. Brittan. AREA SERVED—California, Nevada, Oregon, Hawaii.

B. F. SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 2. Telephone: UNderhill 1-1816. PERSONNEL—Manager: R.A. Brobeck. Salesman: Wesley Rosenthal. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 168 Golden Gate Ave., San Francisco 2. Telephone: PRospect 6-1251. PERSONNEL—General Manager: James R. Barry. AREA SERVED—California, Nevada.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 5. Telephones: TAbor 5-0201—(Emergency Night) SKyline 6-8573. PERSONNEL—Manager: J. B. Stone. Assistant Manager: J. R. Lutz. Salesman: Morton Dykstethuis, Merle Schwaninger, C. H. Lyman, R. J. Miller, Jim Cowhick. Service Men: Aaron McDaniel. Shippers: Clarence Clausen, John Youngquist. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

SERVICE THEATRE SUPPLY COMPANY, 2054 Broadway, Denver 2. Telephone: 255-1597—(Emergency-Night) 429-7156. PERSONNEL—President: Ted Knox. Secretary and Treasurer: Elsie Knox. AREA SERVED—Denver Film Territory.

EDITOR'S COMMENT

While every effort has been made by repeated mailings and even by long distance telephone to achieve a high degree of accuracy and uniformity in the domestic, Canadian, and foreign theatre supply dealer entries which follow, it has been impossible to secure the 100 per cent cooperation of the dealers themselves in confirming, revising, or amplifying the information in these FREE listings.

With the assistance of most of the large concerns with branch offices in the U. S. and affiliates overseas, we have been able to supply up-to-the-minute information on such outlets Other dealers who have not confirmed, revised, or amplified their listings as requested are indicated by an asterick (*).

WESTERN SERVICE & SUPPLY, INC., 2071 Broadway, Denver 5. Telephones: 534-7611—WEst 6-4360. PERSONNEL—President & Gen'l Mgr: R. K .Tankersley, Vice-President: Harry Vaupel. Sec-Treas: Susan Tankersley. Office Secretary: Elaine Horvath. Office Sales: Don R. Gallagher. Shipping Clerk: Jim Kelley. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, Montana, New Mexico.

CONNECTICUT

NATIONAL THEATRE SUPPLY COMPANY, 1890 Dixwell Avenue, Hamden 14. Telephones: ATwater 8-2547—(Emergency Night) ATwater 8-8063. PERSONNEL—Manager: R. J. Mauro. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

BEN LUST THEATRE SUPPLY COMPANY, 1005 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376-7. Owner and Manager: Irwin Lust. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 1013 New Jersey Ave., N.W., Washington 1. Telephones: STerling 3-8938—(Emergency Night) WOodley 6-8128. EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S. Wheeler. AREA SERVED—Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

*F. E. VAN HOESEN CO., INC., 1001 N. E. 82nd Terrace, Miami 38, Fla. Products Sold: Heywood Wakefield seats, sole distributor. AREA SERVED—Florida.

JOE HORNSTEIN, INC., 273 W. Flagler St., Miami. Telephones: FRanklin 4-7596—(Emergency Night)—MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineers: O. G. Taylor and William Toney. 2927 Lown Ave., Tampa. AREA SERVED—Southern States.

GEORGIA

*DIXIE THEATRE SERVICE AND SUPPLY COMPANY, 1010 N. Slappey Drive, Albany. Telephones: HE 2-2846—(Emergency Night) HE 2-2317. PERSONNEL—President and General Manager: J. O. McClung. Vice-President: L. W. McClung. Engineer: W. C. McClung. Service: Buddy McClung. Sales: C. T. Arn. AREA SERVED—Georgia, Alabama, Florida, Tennessee.

CAPITAL CITY SUPPLY COMPANY, INC., 161 Walton St., N.W., Atlanta 3. Telephones: JA 1-1244—(Emergency Night) CE 3-6885; TR 2-4493. PERSONNEL—President and Manager: O. J. Howell. Vice-President in Charge of Sales: Lewis Waits. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 187 Walton St., N.W., Atlanta 3. Telephone: JAckson 4-8486-87. PERSONNEL—Manager: J. G. Thigpen. Assistant Manager: R. L. McWilliams. Salesmen: Wm. Servies, C. F. Davis Jr. Service Man: C. Harris. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 8. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: EDison 3-6101, 150 Walton St., N. W. Atlanta 3, Ga. Telephone: JAckson 2-4613. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. AREA SERVED—Alabama, Florida, Georgia, Tennessee.

RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(if no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

HAWAII

*CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 63571, Merchandise Department. PERSONNEL—T. A. McKee. AREA SERVED—Hawaiian Islands.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 1055 Alakea St., Honolulu 13. Telephone: 576351. PERSONNEL—President and General Manager: Ray Jackson. Products Sold: Complete Theatre Equipment and Supplies. AREA SERVED—South Pacific.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 5. Telephones: HArrison 7-7573-74-75-76. PERSONNEL—President: Harold Abbott, Treasurer: Eleanore Abbott. Secretary and General Manager: Erwin J. Peterson. Office Manager: Elaine Korose. Counter and Shipping: Patrick Coyle. AREA SERVED—Illinois, Northern Indiana.

MOVIE SUPPLY COMPANY, INC., P.O. Box 72, Morton Grove, Ill. WAREHOUSE: 3000 N. Pulaski Rd., Chicago. Telephone: SPring 7-1898. AREA SERVED—Entire U. S.

AN-LEE, INC., ELECTROCARBONS, 940 W. Belmont Ave., Chicago. Telephone: DI 8-3575. Products Sold: Roman Mirio Carbons, Lee Artoe DeLuxe replacement parts, speakers, reflectors, Xenon lamphouse, lenses, screens, booth supplies.

NATIONAL THEATRE SUPPLY COMPANY, 1325 S. Wabash Ave., Chicago 5. Telephone: WAbash 2-8266. PERSONNEL—Manager: E. C. Novak. Salesman: J. L. West. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 442 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-1727. PERSONNEL—B. Hopkins, M. Hopkins, S. Goddard, R. Webster, F. Leas, R. Greene, J. Greene.

NATIONAL THEATRE SUPPLY COMPANY, 408 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-4517—(Emergency Night) OLfford 5-5825, WAlnut 6-6490. PERSONNEL—Manager: B. N. Peterson. Office Manager: N. Geraght. Salesman: W. S. Smith. Inside Salesman: Ronald Russell. AREA SERVED—Indiana, Kentucky.

PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 964-5181. PERSONNEL—Geo. Wenger, Joel Wenger. Products Sold: 16 & 35mm equipment, controlled reader.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121-23 High St., Des Moines 9, Telephone: CH 3-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: H. N. Sutton. AREA SERVED—Iowa.

KANSAS

*SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM-2-2153. PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED—Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427-29 S. 3rd St., Louisville 2. Telephone: JUniper 4-7559, JUniper 3-3186. PERSONNEL—Owners: W. E. Carrell, II, J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., Dallas Freeman. Counter Man: Harry Woodson. Service Engineer: Earl Bottorff. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

HADDEN THEATRE SUPPLY COMPANY, 1206 Bardstown Rd., Louisville 4. Telephones: 458-5434—(Emergency Night) GLendale 2-2153. PERSONNEL—Owner: J. Stoner Hadden. Office Manager: Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

HODGES THEATRE SUPPLY CO., INC., 2927 Jackson Avenue, New Orleans 25. Telephones: 524-8356—(Emergency Night) 729-3441, 949-6840. PERSONNEL—Manager: Mel Gadel. Salesman: Joe Bertucci. Sound Engineer: H. J. Bellam. AREA SERVED—Louisiana, Southern Mississippi, Southern Alabama, Northern Florida.

NATIONAL THEATRE SUPPLY COMPANY, 601 Charles St., New Orleans. Telephone: 524-4891. PERSONNEL—Manager: T. W. Neely. Shipper: P. Caruso, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

*SOUTHEASTERN THEATRE EQUIPMENT COMPANY OF LOUISIANA, 214 S. Liberty St., New Orleans 12. Telephone: Tulane 8661. PERSONNEL—Resident Manager: W. H. Murphy, Jr. Representative: Don Wilmoth. Office Manager: Ruth Toubman Segal.

ALON BOYD, P. O. Box 362, Shreveport.Telephone: 422-6612. AREA SERVED—Louisiana, Mississippi, Southwest Alabama.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore 18. Telephones: BElmont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Salesman: Jack Dusman. Service: Clay Langlotz. AREA SERVED—Maryland, District of Columbia, Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 417 St. Paul Place, Baltimore 2. Telephones: MUlberry 5-8266-67. PERSONNEL—Manager: H. C. Atkinson. Service Man: L. P. Sieber. Counter Clerk: E. L. Exler. Shipping Clerk: L. Gough. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 16. Telephones: LIberty 2-6797 — (Emergency Night) OXford 8-6855, FAirview 3-3192. PERSONNEL—President: Frank M. Gray. Vice-President: Ernest J. Comi. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephone: LIberty 2-9814, LIberty 2-0356. PERSONNEL—Owner: P. E. Comi. Manager: William J. Cliggot. Sales and Installation: P. E. Comi, Joseph Testa. (Emergency Night) Joseph Testa, TWinbrook 4-4944. P. E. Comi, OXford 6-7637. AREA SERVED—All New England states.

NATIONAL THEATRE SUPPLY COMPANY, 37 Winchester St., Boston 16. Telephones: LIberty 2-2663—(Emergency Night) LOgan 7-7747. PERSONNEL—Manager: H. J. McKinney. Salesman: Lawrence Cooney, George Poore, Peter Hug. AREA SERVED—New England States, except Connecticut.

MICHIGAN

NATIONAL THEATRE SUPPLY COMPANY, 2312 Cass Ave., Detroit 1. Telephones: WOodward 1-2447-8-9—(Emergency Night) MAyfair 6-5702, PArkway 2-8247. PERSONNEL—Manager: C. Williamson. Salesmen: J. J. Kenny, F. Smith. Service Man: G. Studebaker. Shipping Clerk: R. Regan. AREA SERVED—Michigan

RINGOLD THEATRE EQUIPMENT COMPANY, 106 Michigan St., N.W., Grand Rapids 2. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave., Detroit. Telephone: WOodward 1-1122. (Emergency Night) Howie Forbes, VErmont 7-1227.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

*ELLIOTT FILM AND THEATRE EQUIPMENT COMPANY, 1110 Nicollet Ave., Minneapolis.

MINNEAPOLIS THEATRE SUPPLY, INC., 51 Glenwood Ave., Minneapolis 3. Telephones: FEderal 5-1166. (Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist, and Henry Miller. AREA SERVED—Minnesota, North and South Dakota, North-West Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 56 Glenwood Ave., Minneapolis 3. Telephones: FEderal 2-8273. PERSONNEL—Manager, V. J. Barrett. Salesmen: A. T. Crawmer, Ron Nelson, Marty Schendel. Servicemen: H. R. Peterson, A. Kuiper. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070-1. PERSONNEL—Owners: Mrs. Maxine Peek and J. Eldon Peek. Manager: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 223 W. 18th St., Kansas City 8. Telephones: BAltimore 1-9858—(Emergency Night) — JAckson 3-8082. PERSONNEL—Manager: G. K. Slipper. Salesmen: W. A. Allison, W. R. Davis, Paul Fine. Store Sales: C. D. Whitney. Shipper: R. L. Saunders. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

SHREVE THEATRE SUPPLY COMPANY, 217 W. 18th St., Kansas City 8. Telephones: HArrison 1-7849. (Emergency Night) WIllow 2-1225.

STEBBINS THEATRE EQUIPMENT COMPANY, 1804 Wyandotte, Kansas City 8. Telephones: GRand 1-0134—(Emergency Night—DRexel 1-2791. PERSONNEL—Manager: C. H. Badger. Sales: C. P. Pearce, J. M. Gills. AREA SERVED—Kansas, Missouri, Oklahoma, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 3222 Olive St., St. Louis 3. Telephones: JE 1-6350-51. PERSONNEL—Manager: H. H. Hoff. Salesman: John Mattler. Shipper: C. Allen. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

NEBRASKA

BALLANTYNE COMPANY, 1712 Jackson St., Omaha 2. Telephones: 342-4444, 342-4445, 342-4446. PERSONNEL—Executive Vice-President: J. Robert Hoff. Sales Engineer: Edward J. Nelson. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

QUALITY THEATRE SUPPLY, 1515 Davenport St., Omaha 2. Telephone: 341-7253. (Emergency Night) 391-1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEVADA

STAGE SOUND AND EQUIPMENT, INC., 322 Wall St., Las Vegas, Nevada. Telephone: DU-4-2644. Complete sound and lighting equipment.

NEW JERSEY

*THEATRE SUPPLY CORPORATION, 267 Rhode Island Ave., E. Orange. Telephone: ORange 7-1023. PERSONNEL—General Manager: Louis Weiner.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephones: POrter 2-1371—(Emergency Night) POrter 3-4538. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

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Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ADEN

A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGANISTAN FOUNDATION, Shar-i-Now, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

ARABIA

*GHARABALLY LTD. (Elect. Division) P.O. Box 136, Kuwait. Telephone: 242/3. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

SALEH JAMEL AND COMPANY, LTD., Kuwait. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

ARGENTINA

CIA COMERCIAL CONDOR, S.A., Sarmiento 2149, Buenos Aires, Argentina. Products Sold: National Theatre Supply Company Line.

*CONSELEC S.A.I.C.I.Y., F. Hipolito Yrigoyen, 676, Buenos Aires. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS ARGENTINA, S.A., Cordoba 1351, Pisod, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR ARGENTINA, P. O. Box 4400, Bme. Mitre 1961, Buenos Aires. Products Sold: Theatre and Sound Equipment, Sound Recording Equipment, Theatre Television.

SOCIEDAD ARGENTINA DE IMPIRTACION E.M. ETCHEGOIN, Maipu 639-641, Buenos Aires. Products Sold: Gaumont-Kalee line.

WESTREX ELECTRONICA, S.A., Uruguay 768, Buenos Aires. Products Sold: Westrex Co. line. AREA SERVED—Argentina, Paraguay, Uruguay.

AUSTRALIA

WESTREX AUSTRALIA PTY., LTD., Head Office of Area: Broughton House, 181 Clarence St., Sydney, New South Wales. PERSONNEL—Manager: R. S. Hope. Products Sold: Westrex Co. line. AREA SERVED—Australia.

WESTREX AUSTRALIA PTY., LTD., 86 Astor Terrace, Brisbane, Queensland. Products Sold: Westrex Co. line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 70A Stanley St., S. Brisbane, Queensland. Products Sold: Westrex Co. line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 321 William St., Melbourne, Victoria. Products Sold: Westrex Co. line. AREA SERVED—State of Victoria.

GAUMONT-KALEE THEATRE SUPPLIES, 178-A Flinders St., Melbourne C.I., Victoria. Telephones: 632935, 632936. Products Sold: Gaumont-Kalee, Raycophone and Cinemeccanica. AREA SERVED—Victoria.

WESTREX AUSTRALIA PTY., LTD., 24 Hunter St., Newcastle, New South Wales. Products Sold: Westrex Co. line. AREA SERVED—State of New South Wales.

CONSOLIDATED THEATRES PTY., LTD., W.A.T.C. Building, 1 Howard St., Perth Western Australia. Telephones: 23-2221—23-2222. PERSONNEL—Managing Director: R. A. Yelland. Secretary: I. E. Furby. Products Sold: Theatre Seats, Equipment.

WESTREX AUSTRALIA PTY., LTD., 447 Murray St., Perth, West Australia. Products Sold: Westrex Co. line. AREA SERVED—State of West Australia.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

RAYMAC SUPPLIES PTY., LTD., 6 Kookaburra Road, Hornsby. P. O. Box 82 Hornsby, Sydney, New South Wales. PERSONNEL—Managing Director: R. E. McIntosh. Products Sold: Raymac Theatre and Sound Equipment, sole Australian agent for Lorraine Carbons, sole Australian agent for "Ideal" German Screens. AREA SERVED—Australia, Pacific Isles, Malaya, Ceylon.

EDITOR'S NOTE

Every effort has been made by the staff of THEATRE CATALOG to make the following listings of foreign supply dealers as accurate and up-to-date as possible. However, it has not been possible to achieve a high degree of uniformity in the entries.

With the assistance of the international manufacturers and distributors, we have been able to secure exceptionally detailed information about their outlets. Other dealer listings which have not been verified specifically for this Edition are indicated by an asterisk (*).

RCA of AUSTRALIA, PTY., LTD., 221 Elizabeth St., Sydney, New South Wales. Products Sold: Theatre and Sound Equipment, 16mm Projectors, Magnetic Tape.

STRAND ELECTRIC AUSTRALIA, PTY., LTD., 212 Graham St., Port Melbourne, Victoria. Telephones: 64-1267, 64-3365 Products Sold: Lighting equipment & dimmer control systems. AREA SERVED—Australia.

AUSTRIA

LUDWIG PANI, Kandlgasse 23, Vienna VII/63. Telephone: B36.2.34. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS, G.M.B.H., Schwarzenbergplatz 2, Vienna 1. Products Sold: Philips Projection and Sound Equipment.

E. SCHRACK ELEKTRIZITATS A. G., Pottendorferstrasse 25-27, Vienna XII/87. Products Sold: RCA Cinema Equipment, 35mm, 16mm. AREA SERVED—Austria.

SIEMANS UND HALSKE, Neubaugasse 1, Vienna, Austria. Products Sold: Philips Projection Equipment.

BELGIAN CONGO

PHILIPS CONGO, S.C.R.L., Leopoldville. Products Sold: Philips Projection and Sound Equipment.

BELGIUM

ADB-ETS ADRIEN DE BACKER S.A., 275 Chaussée De Louvain, Zaventem, Telephone: 59.70.11. Products Sold: Stage and television studio lighting equipment.

*BRITISH EQUIPMENT, S. A., 199 Rue Royale, Brussels. Telephones: 17.78.16, 17.39.17. PERSONNEL—Managing Director: Capt. R. H. Eliot, M.C. Technical Department: Pierre Koob. General Sales: Michael Cledes. 35mm Sales: Maurice De Cuyper. Products Sold: Gaumont-Kalee, Bell and Howell, Ship Cinema Carbons. AREA SERVED—Belgium, Belgian Congo, Luxembourg.

BROCKLISS, S.A., 211 Rue Royale, Brussels. Products Sold: National Theatre Supply Company line. AREA SERVED—Belgium, Luxembourg.

FIBROCIT, 26 Rue Masui, Brussels. Products Sold: Theatre Seats.

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Burssels. Products Sold: Philips Projection and Sound Equipment.

SOCIETE ANONYME INTERNATIONALE DE TELEGRAPHIE SANS FIL, 25 Boulevard du Regent, Brussels. Product Sold. RCA Cinema Equipment, 16mm and 35mm. AREA SERVED—Belgium, Republic of the Congo, Ruande-Urundi.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold: RCA Theatre and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, Place des Martyrs 18, Brussels. Products Sold: Westrex Co. line. AREA SERVED—Belgium and Luxembourg.

BERMUDA

BERMUDA ELECTRIC LIGHT COMPANY, LTD., Reid St., Hamilton. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company line.

BURNABY, LTD., Victoria Street, Hamilton. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

BOLIVIA

*COMMERCIO INDUSTRIAL BOLIVIANA, S.A. Casilla de Correo 1867, 2670, La Paz. Products Sold: Gaumont-Kalee line.

'INCATUR' S.A., Casilla Correo, 460, La Paz. Products Sold: Strand Company—Lighting Equipment and Dimmer Control Systems.

PHILIPS SUDAMERICAN, S.A., Cajon Postal 2964 La Paz, Boliva. Products Sold: Philips Projection and Sound Equipment. S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

BRAZIL

CINE-TELEVISAO, S.A., Rua Dr. Flores 197, Porto Alegre. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

IMPORTACAO E COMERCIO DE MATERIAIS Cinematograficos Simplex Ltda., Rua de Triunfo 120 Sao Paulo, Brazil National Theatre Supply Company Line.

INDUSTRIA NACIONAL DE LUBRIFICANTES, 'INAL' S/A. Rua Barao De Paranapiacaba 40, 9° Andar, Sao Paulo. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

TECNICO COMERCIAL GATIO, LTDA., Rua Concordia 668, Recife. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2°, P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Gaumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK, Import-Export, Rua Mexico 11/202, Rio de Janeiro. P.O. Box 5124. Telephones: 52-1672, 52-1473. Telegrams: "Rioblack." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

RCA VICTOR RADIO, S.A., Caixa Postal 2726, Rio de Janeiro. PERSONNEL—Theatre Dept. Mgr.: J. Wasser. Products Sold: Theatre and Sound Equipment. Branches: S. Paulo, Recife, Porto Alegre, Belo Horizonte.

WESTREX COMPANY, BRAZIL, Rau Correa Vasques, 34c. Rio de Janeiro. Products Sold: Westrex Co. line. AREA SERVED—Brazil.

COMPANHIA BLACK, Import-Export, Rua Conselheiro Nebias 263, 2 Andar, Sao Paulo. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

S. A. PHILIPS DO BRAZIL, Caixa Postal 8681, Sao Paulo. Products Sold. Philips Projection and Sound Equipment. WESTREX COMPANY, BRAZIL, Rua dos Guaianazes #153, Sao Paulo. Products Sold: Westrex Co. line. AREA SERVED—Sao Paulo District.

BRITISH EAST AFRICA

TWENTSCHE OVERSEAS TRADING COMANY, LTD., Nairobi, Tanga, Mombasa, Kampala, Dar-es-Salaam, Zanzibar. Products Sold: Philips Projection and Sound Equipment.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetown (Demerara). Products Sold: Philips Projection and Sound Equipment.

CHAS. W. NASCIMENTO, 308 Murray St., Georgetown. Products Sold: Complete Sound & Projection Supplies & Service.

CARL VAN SERTIMA, Georgetown. Products Sold: Westrex Co. line.

WIETING AND RICHTER, LTD., 40 Mundy Street, Georgetown (Demerara). Products Sold: Gaumont-Kalee line. Personnel Engineer: Chas W. Nascimento.

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Colony of British Honduras.

BRITISH NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

BURMA

BRYAN SMYTH & COMANY, 313 Bo Aung Gyaw Street, P. O. Box 214, Rangoon. PERSONNEL—U Kyaw Nyunt, General Manager. Products Sold: Philips Projection & Sound Equipments. Cable Address: DESSIMUS. AREA SERVED—Union of Burma.

CINE SUPLY COMPANY, 264 Barr St., Rangoon. Telephone: South 546. PERSONNEL—Managing Partner: Vijay Kumar. Products Sold: RCA Theatre and Sound Equipment, Ross Projectors, Premier accessories. COUNTRY SERVED—Union of Burma.

G. K. THEATRE SUPPLY COMANY, LTD., 123 Sule Pagoda, Rangoon. Telephone: S-653. Products Sold: Gaumont-Kalee, Typhoon Air Conditioning Units, Bell and Howell. AREA SERVED—Union of Burma.

Y. M. JEE WA & COMPANY, 261 Mogul St., Rangoon. Telephone: MYona 86. Products Sild: Strand Company Lighting Equipment and Dimmer Control Systems.

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P.O. Box 89, Colombo. Products Sold: RCA Cinema Equipment, 16mm.

CEYLON THEATRES, LTD., 8 Parsons Road, Colombo. PERSONNEL—Managing Director: S. Sellamuttu. Telephone: 3243-44. Products Sold: Gaumont-Kalee, Bell and Howell, Kershaws.

UNITED ELECTRICALS LTD., P.O. Box 681, Yahala Building, Staples St., Colombo. Telephone: 5496. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

WESTREX COMPANY, INDIA, Iceland Buildings, Galle Road, Colombo 3. Products Sold: Westrex Co. line. AREA SERVED—Ceylon.

CHILE

CORPORACION DE RADIO DE CHILE, S.A., Casilla 1407, Santiago. Products Sold: RCA Theatre and Sound Equipment.

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

F. C. HAYES, Los Leones 2194, Santiago. Products Sold: Westrex Co. line. AREA SERVED—Chile.

CHINA (FORMOSA)

FAR EASTERN COMPANY, No. 6 Nanyang Street, Taipei, Taiwan. PERSONNEL—Manager: S. L. Woe. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

WESTREX CO., ASIA, International House, Section 3, Hsin Yee Road, Taipei. Products Sold: Westrex Co. line. AREA SERVED—Formosa.

COLOMBIA

CINE COLOMBIA, S.A., Medellin. Products Sold: Gaumont-Kalee line.

J. GLOTTMANN, S.A., Carrera 13 #24-15, Bogota. PERSONNEL—President: Jack Glottmann. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, Carrera 5A, No. 19-40, Bogota. Products Sold: Westrex Co. line. AREA SERVED—Colombia.

WIGHTMAN & COMPANY, LTDA., Apartado Aereo 808, Mendellin. Telephone: 115-50. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PAN AMERICAN TRADING COMPANY, LTD., Apartado 2018, San Jose. PERSONNEL—Owner and Manager: Francisco Pena. Products Sold: National Theatre Supply Company line. AREA SERVED—Nicaragua, Guatemala, Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment. JOSE RAVENTOS, Apartado 1147, San Jose. Products Sold: RCA Theatre and Sound Equipment.

*DOMINGO VARGAS A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CYPRUS

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

A. Y. TILBIAN & SONS (Fotokine, Ltd.), P. O. Box 266, Nicosia. Products Sold: Gaumont-Kalee line.

DENMARK

BANG & OLUFSON, A.S., Alhambravej 5, Copenhagen V. Telephone: Hilda 1991. Products Sold: Philips Projection Equipment.

NORDISK KINOTEKNIK A/S, RANK XEROX, Borgergade 10, Copenhagen, K. Telephone: Palae 8686. Products Sold: Gaumont-Kalee, Ship Carbons, Stage Lighting Equipment, Seats, Cinemeccanica, Rank Xerox.

WESTREX COMPANY, A/S, Vesterport 481, Copenhagen. Telephone: Central 5598. Products Sold: Westrex Co. line. AREA SERVED—Denmark.

DOMINICAN REPUBLIC

CLAUDIO FERNANDEZ, Apartado 826, Ciudad Trujillo. Products Sold: RCA Theatre and Sound Equipment.

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Ciudad Trujillo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Santo Domingo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

ELECTRONICA, S.A., Apartado 3509, Guayaquil. PERSONNEL—Owner and Director: Luigi Rota. Manager: Emilio Bini. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Coast Zone of Ecuador.

PHILIPS ECUADOR, S.A., Casilla 2367, Quito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDAD RADIOTECNICA ECUATORIANA, Apartado 414, Juito. PERSONNEL—Owner and Director: Lugi Rota. Managers: Ing. Igilio Perotti, Lic. Fabián Bucheli. Products Sold: National Theatre Company Supply line and RCA Theatre and Sound Equipment. AREA SERVED—Ecuador.

EGYPT

(See UNITED ARAB REPUBLIC)

ETHIOPIA

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

FEDERATION OF MALAYA

(See SINGAPORE)

FINLAND

PARVIS FILMI, P. O. Box 279, Helsinki. Products Sold: Gaumont-Kalee line.

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FORMOSA

(See CHINA)

FRANCE

(See Separate Entry for ALGERIA)

BROCKLISS SIMPLEX, S.A., 295 Cours de la Somme, Bordeaux. Products Sold: National Theatre Supply Company line.

BROCKLISS SIMPLEX, S.A., 102 La Canebiere, Marseille. Manager: Henri Barody. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, FRANCE-BELGIUM, 3 Cours Joseph Thiedry, Marseille. Products Sold: Westrex Co. line. AREA SERVED—Southern France.

BROCKLISS SIMPLEX, S.A., 6 Rue Guillaume Tell, Paris 17. Head Office. PERSONNEL—General Manager: Albert Gillet. Branches: Bordeaux, Marseilles, Lille, France; Brussels, Belgium. Agents: Algiers, Algeria; Casablanca, Morocco; Bienne, Switzerland. Products Sold: National Theatre Supply Company line. AREA SERVED—France, French Colonies, Switzerland, Belgium.

PHILIPS ELECTRO-ACOUSTIQUE, S.A., 162, Rue St. Charles, Paris 15. Product Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—General Mgr.: J. Ottoz. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France, Belgium, and the U.S.

WESTREX COMPANY, FRANCE-BELGIUM, Head Office of AREA: 120 Avenue des Champs Elysees, Paris. Products Sold: Westrex Co. line. AREA SERVED—France, North Africa.

GERMANY

DEUTSCHE PHILIPS Gm.b.H., Mönckebergstrasse 7 (24a) Hamburg 1. Products Sold: Philips Projection and Sound Equipment.

GEORGE HEINECKE, Tengstrasse 15, Munich 13. Products Sold: RCA Cinema Equipment, 16mm.

GHANA

SOCIETE COMMERCIALE DE L'OUEST-AFRICAIN, Accra. Products Sold: Philips Projection and Sound Equipment.

GREAT BRITIAN

North (Incl. Northern Ireland)

A. BUCKLEY, "Wheatcroft," Purlwell Lane, Batley, Yorkshire. Telephones: Batley 431, Morley 2902. Products Sold: Zippa and Branson Change-overs; exporter of new and used theatre equipment.

AUTOMATICKET, LTD., 58 Howard St., Belfast. Telephone Belfast 27052. Products Sold: Tickets, Ticket Issuing and Recording Machines.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 46 Howard St., Belfast. Telephone 27065. PERSONNEL—Manager: A. Reynolds. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Northern Ireland.

RCA GREAT BRITAIN, LTD., 58 Howard St., Belfast. Telephone: 24762. PERSONNEL—Northern Ireland and Republic of Ireland Manager: N. J. Railton. Products Sold: RCA Theatre and Sound Equipment.

AUTOMATICKET, LTD., 62 Robertson St., C.2., Glasgow. Telephone: Central 0464/5. Products Sold: Ticket Issuing & Recording Machines.

*BTH SOUND EQUIPMENT, LTD., 108 Renfield Street, Glasgow. Producti Sold: BTH Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

J. FRANK BROCKLISS, LTD., 181 Howard St., Glasgow, C. I. PERSONNEL—Branch Manager: E. Dobbing. Products Sold: Philips Projection and Sound Equipment.

G. B.-KALEE, Division of Rank Precision Industries, Ltd., 121 West Regent Street, Glasgow. PERSONNEL—Manager: Ferguson, J. Paterson. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Scotland.

PATHE EQUIPMENT LTD., 68, Bath Street, Glasgow. Telephone: DOuglas 6214. Products Sold: Philips and Ross Projection Equipment, Dawsons Seating, General Theatre Equipment and Supplies. Manager: T. A. Burrowes.

RCA GREAT BRITAIN, LTD., 58 W. Regent St., Glasgow. Telephone: Douglas 4712. PERSONNEL—District Manager: A. Lees. Products Sold: Theatre and Sound Equipment.

STAGE FURNISHINGS, LTD., 346 Sauchiehall St., Glasgow C. 2. Telephone: Douglas 6431. Products Sold: Strand Electric and Engineering Company line.

WESTREX COMPANY, LTD., 141 Bath St., Glasgow, C. 2. Products Sold: Westrex Co. line.

AUTOMATICKET, LTD., Spinney House, Church St. 1, Liverpool. Telephone: Royal 9975/6. Products Sold: Ticket Issuing and Recording Machines.

G. B. KALEE, Division of Rank Precision Industries, Ltd., 14 Tithebarn Street, Liverpool. Telephone: Central 8956. PERSONNEL—Manager: F. Jordan. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—North Wales and part of North West England.

AUTOMATICKET, LTD., Norham House, 12 New Bridge Street, Newcastle-on-Tyne. Telephone: Newcastle 21482/3. Products Sold: Tickets, Ticket Issuing and Recording Machines.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 60 Blenheim Street, Newcastle-on-Tyne. Telephone: Newcastle 23088. PERSONNEL—Manager: W. Yeomans. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Northumberland, Durham, Cumberland, North Yorkshire.

RCA GREAT BRITAIN, LTD., 36 Clayton St. W., Newcastle 23039. PERSONNEL — Manager: W. Yeomans. —District Manager: R. T. Wheatley. Products Sold: Theatre and Sound Equipment.

STAGE FURNISHINGS, LTD., 346, Sauchiehall St., Glasgow, C.2. Telephone: Douglas 6431. Products Sold: Complete Theatre Equipment, including Stage Lighting, Curtains, and Screens. AREA SERVED—Scotland.

WESTREX COMPANY, LTD., 1 Charlotte Square, Newcastle-on-Tyne. Products Sold: Westrex Co. line.

Midlands

AUTOMATICKET, LTD., Fletcher Chambers, Fore Street, Birmingham. Telephone: Midland 3784/7368. Products Sold: Tickets, Ticket Issuing and Recording Machines.

*BTH SOUND EQUIPMENT, LTD., 10 Hospital Street, Birmingham. Products Sold: Bth Projectors and Reproducers, Mazda Xenon 35mm Lamps and Lighthouses, General Theatre Supplies.

J. FRANK BROCKLISS, LTD., 54 George Road, Edgbaston, Birmingham 15. Telephone: EDG 4960. PERSONNEL: Branch Manager: A. B. Boulton. Products Sold: Philips Projection and Sound Equipment.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 45 Newhall St., Birmingham. Telephone: Central 5927. PERSONNEL—Joint Managers: A. L. Melson, H. E. Munslow. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—The Midlands.

RCA GREAT BRITAIN, LTD., 164 Stratford Road, Shirley, Birmingham. Telephone: Shirley Birmingham 1819. PERSONNEL—District Manager: S. J. C. Taylor. Products Sold: Theatre and Sound Equipment.

*N. W. TURNER & COMPANY, LTD., Station Road, Northfield, Birmingham 31. Products Sold: Theatre Seats, Carpets, Curtains.

AUTOMATICKET, LTD., 21/23 Wellington St., 1. Leeds. Telephone: Leeds 21515/6. Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 67 Britannia House, Wellington St., Leeds. Telephone: Leeds 24509. PERSONNEL—Branch Manager: W. D. Raphael. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Yorkshire, Lincolnshire, Nottinghamshire, Derbyshire.

G. B.—KALEE, Division of Rank Precison Industres, Ltd., 17 Wellington St., Leeds. PERSONNEL—Manager: Dennis V. Sumpter. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Yorkshire.

PATHE EQUIPMENT, LTD., 2 Britannia House, Leeds. Telephone: Leeds 30325. Products Sold: Philip's and Ross Projection Equipment, Dawsons Seating, General Theatre Equipment and Supplies. Manager: G. M. Preedy.

*FRED V. SEELE, LTD., (Incorporating Provincial Cinematograph Trading Company), 7 Stainburn Drive, Leeds 17. Telephone: Leeds 68-2852. PERSONNEL—A. R. Steele. Products Sold: Projection, Sound, and General Theatre Equipment. AREA SERVED—Yorkshire, Lancashire, Nottinghamshire.

WESTREX COMPANY, LTD., Wellington Chambers, Wellington Street, Leeds 1. Products Sold: Westrex Co. line.

ASSOCIATED ELECTRICAL INDUSTRIES, Electronic Apparatus Division (Sound Equipment Group), 4, Whitworth St., Manchester, 1. Telephone: Central 9977. PERSONNEL—North West Area Mgr.: H. L. Johnston, Esq. Products Sold: BTH Projectors and Sound Reproducers. Mazda Xenon Lamps and Lamphouses, 16mm Projectors, Overhead Projectors, Public Address Systems, Stage Amplification Equipment, Hi Fi and Stereo Reproducers, General Theatre Supplies.

AUTOMATICKET, LTD., 21 Spring Gardens, Manchester. Telephone: Blackfriars 0162/4505. Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 3, The Parsonage, Manchester. PERSONNEL—Branch Manager: W. D. Raphael. Products Sold: Projection and Sound Equipment and Philips Closed Circuit TV Equipment.

G. B.—KALEE, Division of Rank Precision Industres, Ltd., Parsonage Buildings, 4 St. Mary's Parsonage, Manchester. 3. Telephone: Blackfriar 1428. PERSONNEL—Branch Manager: Harry Mould. Divisional Engineer: Reg Folland. District Engineer: Eric Hallwood. Products Sold: Gaumont-Kalee Sound and Projection Equipment, Gaumont-Kalee Seating and all Furnishings. AREA SERVED—Part of Lancashire; part of Cheshire.

RCA GREAT BRITAIN, LTD., 274 Deansgate, Manchester. Telephone: Blackfriars 7092. PERSONNEL—District Manager: A. J. Bush. Products Sold: Theatre and Sound Equipment.

WESTREX COMPANY, LTD., 1 North Parade, Deansgate, Manchester 3. Products Sold: Westrex Co. line.

AUTOMATICKET, LTD., 147 Lower Parliament St. Nottingham. Telephone: Nottingham 5 1519. Products Sold: Tickets, Ticket Issuing and Recording Machines.

*FOSTER (DECORATIONS & CURTAINS) LTD., 375 Westdale Lane West, Nottingham. Product Sold: Specialists in Theatre Decoration, Draperies, Joinery.

W. J. FURSE & COMPANY, LTD., Traffic Street, Nottingham. Products Sold: Stage Lighting, Curtains, Curtain Tracks, Color Changing Dimming Equipment.

WESTREX COMPANY, LTD., Angel Row, Nottingham. Products Sold: Westrex Co. line.

STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., 313/7, Oldham Road, Manchester 10. Telephone: Collyhurst 2736. Products Sold: Complete Theatre Equipment, including Stage Lighting, Curtains, and Screens. AREA SERVED—Manchester, North of England.

South (Incl. London and Wales)

ANDREW SMITH HARKNESS, LTD., Station Road, Boreham Wood, Herts. Telephone: Elstree 3611. Products Sold: Perlux Screens, Matt White and Silver. AREA SERVED—Entire World.

AUTOMATICKET, LTD., Cumberland House, The Promenade, Clifton, Bristol 8, Bristol. Telephone: Bristol 39385/6. Products Sold: Tickets, Ticket Issuing and Recording Machines and Sales Registers.

AUTOMATICKET, LTD., 7 High Street, Cardiff. Telephone: Cardiff 31759. Products Sold: Tickets, Ticket Issuing and Recording Machines.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 67 Queen St., Cardiff. Wales. Telephone: 20261/2. PERSONNEL—Branch Manager: R. H. Evans. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—South Wales and West of England.

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RCA GREAT BRITAIN, LTD., 46 Charles St., Cardiff. Telephone: Cardiff 30194. PERSONNEL—District Manager: J. H. Welch. Products Sold: Theatre and Sound Equipment, RCA Projectors.

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AUTOMATICKET, LTD., Head Office: 197 Wardour Street, London W.1. Telephone: Gerrard 3482. PERSONNEL—General Manager: S. D. Roper. Products Sold: Tickets, Ticket Issuing and Recording Machines.

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SOUND & SCENE SERVICES (LONDON), LTD., 145 Wardour St., London, W.1. Telephone: Gerrard 7238. PERSONNEL—Managing Director: S. Goldwater. Products Sold: Projectors, Sound Systems, Screens, Seating, Furnishings, Accessories.

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RCA GREAT BRITAIN, LTD., Head Office: Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunbury-on-Thames 3101, 3107. PERSONNEL—Managing Director: C. G. Mayer, Directors: Donald MacPhail, Chairman & Managing Director: C. J. Bridge, M.B.E., M. Brunet. (U.S.A.), W. H. Clarke, O.B.E., H. J. O'Dell. A.M.I.E.E., E. Schuller. (Austrian), P. A. Turnor. Products Sold: Theatre and Sound Equipment.

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PHILIPS S.A. HELLENIQUE COMMERCIALE DE PRODUITS ELECTROTECHNIQUES, P. O. Box 153, Athens. Products Sold: Philips Projection and Sound Equipment.

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INSTRUMENTOS MUSICALES S.A., Apartado Postal 345, Guatemala City. Products Sold: RCA Cinema Equipment, 16mm.

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RAMIRO SAMAYOA M., Avenida Elena 14-75, Cine Popular, Guatemala City. Products Sold: National Theatre Supply Company line. AREA SERVED—Guatemala.

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ELEPHANT RADIO AND ENGINEERING, 209 Bank of East Asia Bldg., Victoria. Products Sold: Custom made equipment, RCA Theatre and Sound Equipment, National Theatre Supply Company line.

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PHILIPS HONG KONG, LTD., P. O. Box 2108, Victoria. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ASIA, Luk Hoi Tong Building, Room 1302, 31 Queen's Road, Central Hong Kong. roducts Sold:

Westrex Co. line. AREA SERVED—Hong Kong, Macao, Taiwan.

MANNERS ENGINEERING, LTD., Union House, Hong Kong. Telephone: 35821. Cable: Manengine. Products Sold: Cinema and Studio Equipment, etc.

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SNORRI P. B. ARNAR, P. O. Box 354, Reykjavik. Products Sold: RCA Theatre and Sound Equipment and Philips Projection and Sound Equipment.

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RAHBHAI PATEL AND SONS, Majestic Circle, Bangalore 9. Products Sold: Theatre Equipment and Accessories. AREA SERVED—Mysore State.

*THE CINE AGENCY (INDIA), 16 New Queen's Road, Bombay 4. Products Sold: Zeiss Ikon, Stuttgart 35 and 16mm. Cinema and Sound Projectors and Accessories.

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CINECITA PRIVATE, LTD., 6/3 Madan Street, Calcutta 13. PERSONNEL—Managing Director: S. N. Agarwal. Products Sold: RCA Theatre Equipment. AREA SERVED—Bengal, Bihar, Orissa, and Assam.

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*EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27533. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—All of India.

GAUMONT-KALEE PRIVATE, LTD., Forbes Building. Home St., Bombay. PERSONNEL—Director: L. S. H. Rock. Sales Manager: S. K. Sethna. Secretary: K. R. Warerkar. Products Sold: Rank Precision Industries, Ltd. AREA SERVED—All of India.

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PHOTOPHONE EQUIPMENTS LTD., Industry Manor, Worli & Cadell Road, Jn., Bombay 28 DD, India. Products Sold: National Theatre Supply Co. line.

WESTREX COMPANY, INDIA, Head Office of Area: Metro House, Mahatma Ghandi Road, Bombay 1. PERSONNEL—Manager: C. L. Oscar, Products Sold: Westrex Co. line. AREA SERVED—India, Burma, Ceylon.

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WESTREX COMPANY, INDIA, Lighthouse Cinema Bldg., Humayan Place, Calcutta 13. Products Sold: Westrex Co. line.

CINEFONES (DELHI) PRIVATE, LTD., Behind State Bank of India, Chandhi Chowk, Delhi. PERSONNEL—Managing Directors: S. N. Agarwal. AREA SERVED—Delhi, U. P., Punjab.

*EVERGREEN PICTURES, Chandi Chouk, Delhi. Telephone: 6455. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—Delhi, U. P., Punjab, Pepsu, Himachal Pradesh, Kashmir, Jammu.

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PHILIPS IRAN, LTD., P. O. Box 1297, Teheran. Products Sold: Philips Sound and Projection Equipment.

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RCA ITALIANA, S.P.A., Via Guilio Caccini No. 1, Rome. Products Sold: RCA Theatre and Sound Equipment.

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*NIHON EIGA SHIZAI CO., LTD., 3-19, Hanazonocho, Otarul.

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NIHON DENSHI KOGYO K.K. (Japan Electronic Mfg. Corp.) 325, Sanshin Bldg. 1-10 Yurakucho, Chiyoda-ku, Tokyo, Japan. PERSONNEL—President: H. Akatsu. Managing Director: Y. Nakajima. Products Sold: Wireless Microphones, Sound Equipment, Recording Equipments, and RCA Theatre Equipments. AREA SERVED—Far East.

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NIHON EIGA SHIZAI COMPANY, LTD., Head Office: 8-10 W. Ginza, Chuo-ku, Tokyo. Telephones: 571-6111,-2,3,4. PERSONNEL—Masami Vamagata. Products Sold: Matsuda Theatre and Sound Equipment.

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MIDDLE EAST DISTRIBUTION COMPANY, S.A.L., Managing Director, P. O. Box 2407, Beirut. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

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CHARLES A. MICALIEF AND COMPANY, LTD., 282 Kingsway, Valletta. Telephone: C24313-C21506. Products Sold: Philips Projection and Sound Equipment.

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PHILIPS S.E.T. Apartado Postal 21420, Mexico 7, D.F. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR MEXICANA, S.A. de C.V. Avenida Cuitlahuac 2519, Mexico 17, D.F. PERSONNEL—President: Joseph P. Toole. General Manager: Paul W. Hessinger. General Sales Manager: W. S. Rolston. Products Sold: Theatre and Sound Equipment. AREA SERVED—Mexico.

WESTREX COMPANY, MEXICO, Tonala #143 Mexico, D.F. Products Sold: Westrex Co. line. AREA SERVED—Mexico.

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SOCIETE MAROCAINE PHILIPS, 304 Blvd. Mohammed V, Casablanca. Products Sold: Philips Projection and Sound Equipment.

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BICKER AND VAN der ROER, Sarphatikade 4 Amsterdam. Products Sold: Lorraine Carbons.

WESTREX NEDERLAND N.V., Single 127, Amsterdam. Products Sold: Westrex Co. line. AREA SERVED—Netherlands.

PHILIPS NEDERLAND N.V., Eindhoven. Products Sold: Philips Projection and Sound Equipment.

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CHARLES CARRAD, LTD., Civic Theatre Building, Bledisloe St., Auckland. Products Sold: Philips 35mm, 35/70mm 15mm. Sound Film and Projection Equipment. (Sole Agency.)

GAUMONT-KALEE (N. Z.) LTD., St. James Building, Queen St., P.O. Box 2191, Auckland, C. 1. Products Sold: Gaumont-Kalee, "Ship" Carbons, Theatre Supplies.

WESTREX COMPANY, NEW ZEALAND, LTD., Head Office of Area: 58 Kent Terrace, Wellington. Products Sold: Westrex Co. line. AREA SERVED—New Zealand.

WESTREX COMPANY, NEW ZEALAND, LTD., 174 Queen St., Auckland. Products Sold: Westrex Co. line.

WESTREX COMPANY, NEW ZEALAND, LTD., 3 Ferry Road, Christchurch. Products Sold: Westrex Co. line.

WESTREX COMPANY, NEW ZEALAND, LTD., c/o St. James Theatre, Moray Place, Dunedin. Products Sold: Westrex Co. line.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND, LTD., P. O. Box 2097, Wellington. Products Sold: Philips Projection and Sound Equipment.

CHARLES CARRAD, P.O. Box 5020, Civic Theatre Building, Auckland, New Zealand. Products Sold: Philips Projection and Sound Equipment.

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OCTAVIO ROCHA, Apartado 2-4-2, Managua. Products Sold: National Theatre Supply Company line, "National" Carbons. AREA SERVED—Nicaragua.

SUCESORES DE RAFAEL CABRERA, Apartado 1267, Telephone: 3037, Managua. Products Sold: Ballantyne Royal Sound Master Theatre Equipment, RCA 16mm Projectors.

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COMPANIE FRANCAISE DE L'AFRIQUE OCCIDENTALE, 7 Place d'Iena, Paris 16. PERSONNEL—Nigerian Manager: Leon Morelon. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

PHILIPS (NIGERIA) LTD., P. O. Box 1136, G. P. O. Lagos. Products Sold: Philips Projection and Sound Equipment.

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NORSK A/S PHILIPS, P. O. Box 5040 Oslo. Products Sold: Philips Projection and Sound Equipment.

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ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulistan Cinema Building, Ramna, Dacca. PERSONNEL—Manager: Karim Kassamally. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, EAST, Head Office of Area: Attar Singh Building, The Mall, Lahore. Products Sold: Westrex Co. line. AREA SERVED—Pakistan.

WESTREX COMPANY, EAST, Gulistan Building, Ramna, Dacca. Products Sold: Westrex Co. line. AREA SERVED—East Pakistan.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulshan-E-Nusrat Building, Victoria Road, Saddar, Karachi 3. PERSONNEL—Managing Director: Arshad Hameed. Products Sold: National Theatre Supply Company line.

FILM FACTORS, LTD., Rex Annexe, 27 Victoria Road, Karachi 2. Products Sold: Gaumont-Kalee line.

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WESTREX COMPANY, EAST, Karachi House, McLeod Road, Karachi. Products Sold: Westrex Co. line. AREA SERVED—West Pakistan.

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PANAMA RADIO CORPORATION, P. O. Box 406, Panama City. PERSONNEL—President: A. Bletterman. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Republic of Panama, Canal Zone.

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SOCIEDADE COMMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA," Lobito. Products Sold: Philips Projection and Sound Equipment.

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MOHAMED MAHMOOD ZAHID AND BROTHERS, Jeddah. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Saudi Arabia, Yemen.

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WESTREX COMANY, IBERICA, Avenida Jose Antonio 66, Madrid. Products Sold: Westrex Co. line.

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SVENSK TON-FILM. Odengatan 100, Stockholm. Telephone: 23 1700. Products Sold: RCA Cinema Equipment, 16mm. Sound Film Studio Services.

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CINE SERVICE, BASEL, Steinengraben 77, Basel. Products Sold: Westrex Co. Line.

JACQUES BAERLOCHER CORPORATION FOR ELECTRONIC PRODUCTS. Nuschlerstrasse 31, Zurich. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Switzerland.

PHILIPS A. G., Philips Haus, Edenstrasse 20, Zurich 3/45. Products Sold: Philips Projection and Sound Equipment.

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(See UNITED ARAB REPUBLIC)

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A. S. COHEN, Calle Mejico 78-A, Tangier. Products Sold: Gaumont-Kalee line.

U. S. PRODUCTS, INC., 5 Rue de Viques, Tangier. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

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BARROW, BROWN AND COMPANY (1948), LTD., Barrow, Brown Bldg., Bangkok. PERSONNEL—Manager: G. H. Y. Grant. Products Sold: RCA Theatre and Sound Equipment.

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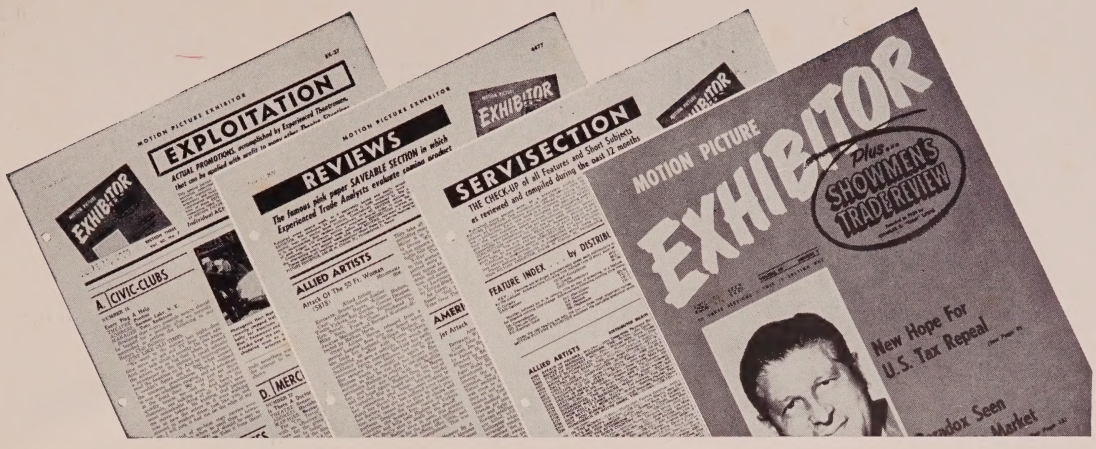

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